OCTOBER 11, 1948 — PART II
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BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

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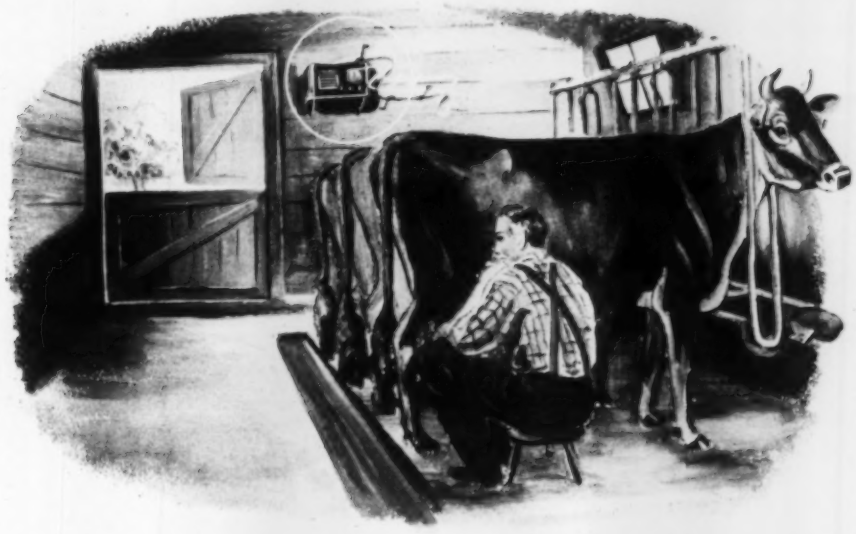
OCT 12 194
DETROIT

YES! IOWA FARMERS DO "LISTEN WHILE THEY WORK"



THE 1948 Iowa Radio Audience Survey* shows that 11.3% of all Iowa farm families "listen regularly" to non-auto radios *outside their homes.*

54.6% of these Iowa radios are located in the barn! Thus radio advertisers in Iowa get a substantial bonus of listenership from farm families, during their working hours outside the home. . . .

Each year since 1938, the Survey has been aimed at two objectives: (1) to furnish up-to-date basic information on Iowa radio listening habits, set ownership, and station and program preferences; (2) *to provide new information* not previously gathered. "Extent of regular listening to non-auto sets *outside* the home," for instance, is one of the 1948 Edition's several new research achievements.

The 1948 Iowa Radio Audience Survey is replete with facts that *you should know* about radio listening in Iowa. Write us—or ask Free & Peters—for your copy, now!

*The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* IOWA PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

1948 MARKETBOOK

INTENSIVE COVERAGE *of Midwest America*

DAYTIME

2,539,420 audience families in 567 counties in 16 states.

Level	No. States	No. Counties	Radio Families	Daytime Audience Families
50%-100%	5	163	2,759,060	1,863,130
25%- 49%	9	140	1,093,450	470,410
10% to 24%	16	264	1,192,110	205,880
Total BMB Audience		567	5,044,620	2,539,420

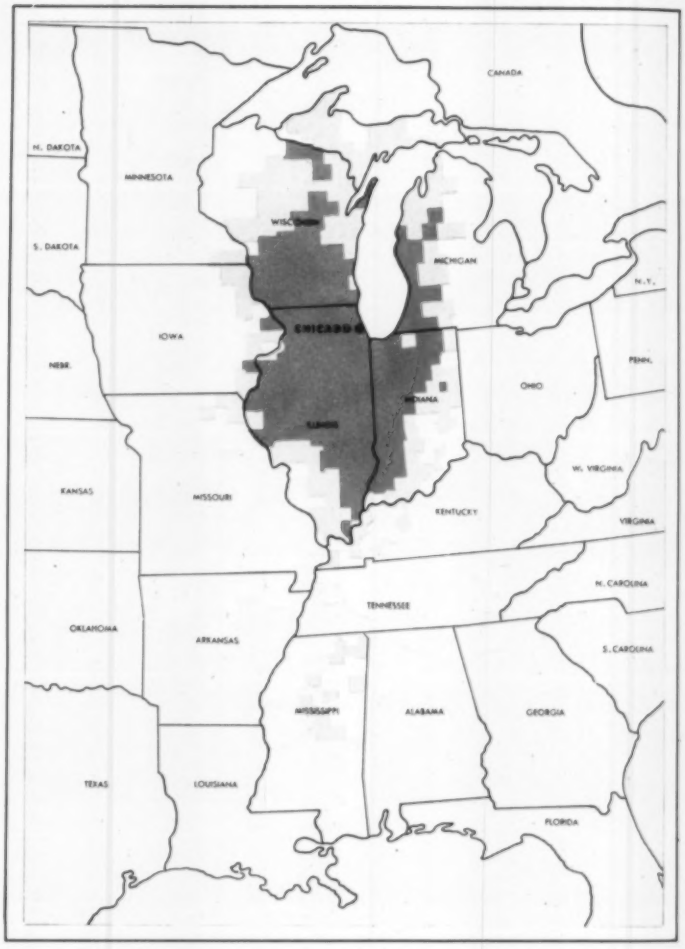
NIGHTTIME

3,411,890 audience families in 1,438 ⅔ counties in 33 states.

Level	No. States	No. Counties	Radio Families	Nighttime Audience Families
50% to 100%	5	203	3,266,280	2,379,810
25% to 49%	24	307⅓	1,258,060	432,000
10% to 24%	33	928⅓	3,749,650	600,080
Total BMB Audience		1,438⅔	8,273,990	3,411,890

Listening to WLS is widespread . . . but concentrated in the rich Midwest. For almost 25 years, folks in this leading industrial and agricultural market place have depended on WLS . . . for news, for entertainment, for up-to-the-minute markets, for all the information and services that radio can bring them. This long association has led to a listener loyalty unsurpassed in Midwest America. And upon listener loyalty depend advertising results.

Daytime BMB Map, WLS



Counties in which 50% to 100% of the radio families listen to WLS.

Counties in which 25% to 49% of the radio families listen to WLS.

Counties in which 10% to 24% of the radio families listen to WLS.

WLS CHICAGO 7 The PRAIRIE FARMER STATION

A Clear Channel Station

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE.
REPRESENTED BY JOHN BLAIR AND COMPANY.

The 1948 MARKETBOOK

of

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

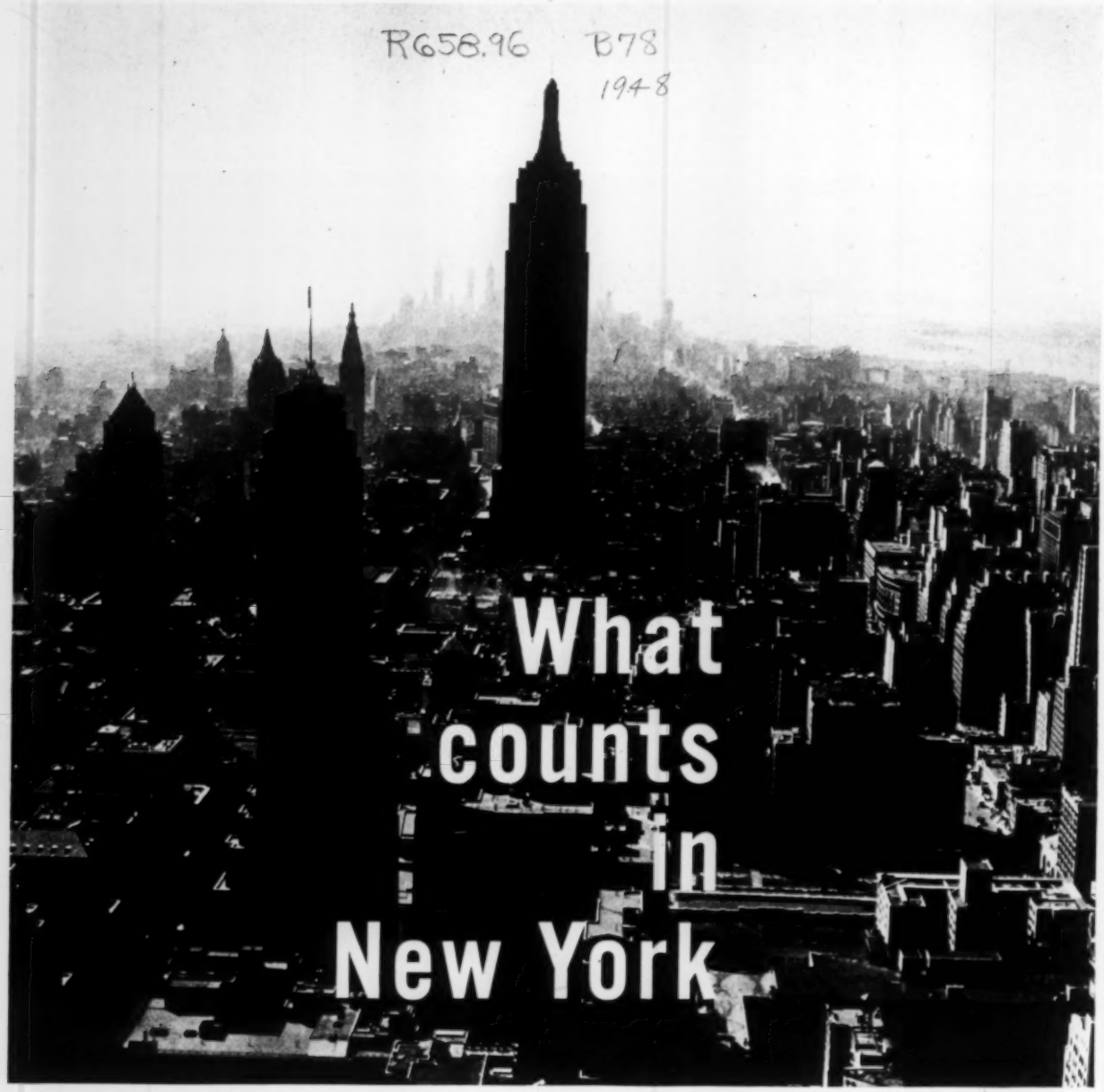
THIS publication is designed as a service. It is, in a phrase, a radio market guide tailored to the requirements of the buyers of radio time. It supplies in accessible form, and between two covers, uniform data on the radio markets of the nation.

The contents of the MARKETBOOK, county by county, and broken down into city subdivisions, are the product of careful research. Latest available statistics, gathered from reliable sources, are used. The advertiser or agency buyer who heretofore has found it necessary to consult a number of source books, will find the basic data he requires for market selection in this single volume.

In 1942, BROADCASTING published a special market supplement, based upon the U. S. Census of Radio Homes. There has been no other authentic publication of radio market data since that date. BROADCASTING plans to publish new editions of the MARKETBOOK as new data become available. At least a year is expected to elapse before the next MARKETBOOK appears.

The Editors

R658.96 B78
1948



The New Station in the Big Market is WNBC — new in larger audience . . . in finer programs and progressive policies . . . in industry reputation and effective performance.

NBC's Key Station • New York

WNBC

50,000 WATTS 660 Kc.

Represented by NBC SPOT SALES

NATIONAL BROADCASTING COMPANY

MARKETBOOK INDEX

(Index to Advertisers, page 264)

ADDITIONAL MARKETBOOK FEATURES . . . .

Marketbook Sources 6
Market Potential 11
Department Store Sales by Principal Cities 11
Per Capita Expenditures 262
Telephones in Principal Cities 261
National Income 262

Alabama
AM Stations 33
FM Stations 33
TV Stations 33
State Market Indicators 33
Radio Markets by Cities 33
Market Data by Counties 34-35

Arizona
AM Stations 36
FM Stations 36
TV Stations 36
State Market Indicators 36
Radio Markets by Cities 36
Market Data by Counties 35

Arkansas
AM Stations 38
FM Stations 38
TV Stations 38
State Market Indicators 38
Radio Markets by Cities 38
Market Data by Counties 40, 41

California
AM Stations 42, 43
FM Stations 43, 44
TV Stations 42
State Market Indicators 42
Radio Markets by Cities 45, 48
Market Data by Counties 48, 49

Colorado
AM Stations 49
FM Stations 49
TV Stations 49
State Market Indicators 50
Radio Markets by Cities 50
Market Data by Counties 50

Connecticut
AM Stations 52
FM Stations 52
TV Stations 52
State Market Indicators 52
Radio Markets by Cities 54
Market Data by Counties 54

Delaware
AM Stations 56
FM Stations 56
TV Stations 56
State Market Indicators 56
Radio Markets by Cities 55
Market Data by Counties 55

District of Columbia
AM Stations 58
FM Stations 58
TV Stations 58
State Market Indicators 58
Radio Market 58
Market Data for District 58

Florida
AM Stations 60
FM Stations 60
TV Stations 61
State Market Indicators 61
Radio Markets by Cities 61
Market Data by Counties 62

Georgia
AM Stations 64,66
FM Stations 66
TV Stations 66
State Market Indicators 66
Radio Markets by Cities 66
Market Data by Counties 67, 68

Idaho
AM Stations 70
FM Stations 70
State Market Indicators 70
Radio Markets by Cities 70
Market Data by Counties 70, 71

Illinios
AM Stations 71
FM Stations 72
TV Stations 72
State Market Indicators 74
Radio Markets by Cities 75
Market Data by Counties 76, 77, 78, 80

Indiana
AM Stations 81
FM Stations 82
TV Stations 82
State Market Indicators 81
Radio Markets by Cities 81
Market Data by Counties 81, 84

Iowa
AM Stations 86
FM Stations 86
TV Stations 86
State Market Indicators 88
Radio Markets by Cities 88
Market Data by Counties 88, 90

Kansas
AM Stations 92
FM Stations 92
TV Stations 92
State Market Indicators 93
Radio Markets by Cities 93
Market Data by Counties 94, 96

Kentucky
AM Stations 97
FM Stations 97
TV Stations 97
State Market Indicators 98
Radio Markets by Cities 97
Market Data by Counties 98, 100

Louisiana
AM Stations 102
FM Stations 104
TV Stations 104
State Market Indicators 104
Radio Markets by Cities 104
Market Data by Counties 104, 105

Maine
AM Stations 108
FM Stations 108
TV Stations 108
State Market Indicators 108
Radio Markets by Cities 108
Market Data by Counties 108

Maryland
AM Stations 110
FM Stations 112
TV Stations 112
State Market Indicators 112
Radio Markets by Cities 112
Market Data by Counties 112

Massachusetts
AM Stations 114
FM Stations 116
TV Stations 116
State Market Indicators 118
Radio Markets by Cities 116
Market Data by Counties 118

Michigan
AM Stations 120, 122
FM Stations 122
TV Stations 122
State Market Indicators 124
Radio Markets by Cities 122
Market Data by Counties 124, 126

Minnesota
AM Stations 128
FM Stations 129
TV Stations 129
State Market Indicators 129
Radio Markets by Cities 129
Market Data by Counties 130, 132

Mississippi
AM Stations 133
FM Stations 133
State Market Indicators 133
Radio Markets by Cities 133
Market Data by Counties 134

Missouri
AM Stations 135
FM Stations 136
TV Stations 136
State Market Indicators 135
Radio Markets by Cities 138
Market Data by Counties 138, 140

Montana
AM Stations 142
State Market Indicators 144
Radio Markets by Cities 144
Market Data by Counties 142, 144

Nebraska
AM Stations 145
FM Stations 146
TV Stations 146
State Market Indicators 148
Radio Markets by Cities 146
Market Data by Counties 146, 148

Nevada
AM Stations 150
FM Stations 150
State Market Indicators 150
Radio Markets by Cities 150
Market Data by Counties 150, 151

New Hampshire
AM Stations 151
FM Stations 151
TV Stations 151
State Market Indicators 151
Radio Markets by Cities 151
Market Data by Counties 151

New Jersey
AM Stations 152
FM Stations 152
TV Stations 152
State Market Indicators 153
Radio Markets by Cities 153
Market Data by Counties 154

New Mexico
AM Stations 155
TV Stations 155
State Market Indicators 156
Radio Markets by Cities 156
Market Data by Counties 155

New York
AM Stations 158, 159
FM Stations 159, 160
TV Stations 160, 161
State Market Indicators 156
Radio Markets by Cities 161, 164
Market Data by Counties 164, 166

North Carolina
AM Stations 168, 170
FM Stations 170
TV Stations 172
State Market Indicators 168
Radio Markets by Cities 172
Market Data by Counties 172, 174

North Dakota
AM Stations 176
TV Stations 176
State Market Indicators 176
Radio Markets by Cities 176
Market Data by Counties 178

Ohio
AM Stations 180
FM Stations 180, 182
TV Stations 182
State Market Indicators 182
Radio Markets by Cities 182
Market Data by Counties 184, 188

Oklahoma
AM Stations 190
FM Stations 192
TV Stations 192
State Market Indicators 192
Radio Markets by Cities 192
Market Data by Counties 190, 193

Oregon
AM Stations 193
FM Stations 193
TV Stations 193
State Market Indicators 194
Radio Markets by Cities 194
Market Data by Counties 196

Pennsylvania
AM Stations 198, 200, 201
FM Stations 201
TV Stations 202
State Market Indicators 198
Radio Markets by Cities 202
Market Data by Counties 202, 204

Rhode Island
AM Stations 206
FM Stations 206
TV Stations 206
State Market Indicators 206
Radio Markets by Cities 206
Market Data by Counties 206

South Carolina
AM Stations 207
FM Stations 207
TV Stations 207
State Market Indicators 207
Radio Markets by Cities 207
Market Data by Counties 208

South Dakota
AM Stations 210
FM Stations 210
State Market Indicators 210
Radio Markets by Cities 210
Market Data by Counties 212

Tennessee
AM Stations 214
TV Stations 214
FM Stations 214
State Market Indicators 214
Radio Markets by Cities 214, 218
Market Data by Counties 218, 220

Texas
AM Stations 220, 222
FM Stations 222
TV Stations 224
State Market Indicators 222
Radio Markets by Cities 224
Market Data by Counties 226, 228, 230

Utah
AM Stations 232
FM Stations 232
TV Stations 232
State Market Indicators 233
Radio Markets by Cities 232
Market Data by Counties 233

Vermont
AM Stations 234
State Market Indicators 235
Radio Markets by Cities 234
Market Data by Counties 235

Wisconsin
AM Stations 247
FM Stations 248
TV Stations 247
State Market Indicators 248
Radio Markets by Cities 248
Market Data by Counties 248, 249

Wyoming
AM Stations 250
FM Stations 250
State Market Indicators 250
Radio Markets by Cities 250
Market Data by Counties 250

Canada
(Market data and station lists on pages indicated)
Alberta 251
British Columbia 251
Manitoba 251, 252
New Brunswick 252
Northwest Territories 252
Nova Scotia 252
Ontario 252, 256
Prince Edward Island 256
Quebec 256
Saskatchewan 256, 258
Yukon Territory 258

Additional copies of MARKETBOOK, part 2 of BROADCASTING, Oct. 11, 1948, may be obtained from the Publisher, Price $1 each.

KEY TO MAPS USED IN BOOK

All cities with standard radio broadcasting stations

▲ One Station
● Two Stations
■ Three Stations
★ Four Stations
✪ Five to Nine Stations
✪ Ten or more Stations

BROADCASTING
TELECASTING

1948 Marketbook

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At Washington Headquarters

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BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

IN 5 GREAT MARKET AREAS MORE

16.9% MORE
Radio Families
live in the BMB daytime audience area of

KDKA
PITTSBURGH

Your message on KDKA, the 50,000-watt NBC affiliate in Pittsburgh, is heard in a region hundreds of miles wide. BMB counties: 194 nighttime, 117 daytime.

4.5% MORE
Radio Families
now in the BMB daytime area of

KYW
PHILADELPHIA

The 50,000-watt signal of KYW, Philadelphia's NBC affiliate, reaches populous markets in southern Pennsylvania, New Jersey, and Delaware. BMB counties: 44 nighttime, 40 daytime.

14.4% MORE
Radio Families
now in the BMB daytime audience area of

WBZ - WBZA
BOSTON & SPRINGFIELD

WBZ, the 50,000-watt NBC affiliate in Boston, and WBZA, Springfield, reach almost 80 per-cent of all New England. BMB counties: 117 daytime, 63 nighttime.

And in the Television Market

WBZ-TV
BOSTON

brings popular video shows, of both NBC network and local origin, to a fast-increasing audience in an 80-mile-diameter-area centering in metropolitan Boston.

LISTENERS

For those who want more for their advertising dollar, here's *news!* In number of daytime radio homes in their areas, Westinghouse stations now give sponsors a bonus potential ranging up to 16 percent and more. These increases are based on a comparison of the 1948 BMB "radio-family" figures with the corresponding figures for 1946. They indicate a constantly growing market for advertisers on Westinghouse stations . . thus, a *bigger value* for your advertising budget. Our national representatives have the details, plus up-to-the-minute data on availabilities.

WESTINGHOUSE RADIO STATIONS INC

KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

10 TIMES
More Power
vastly increases the daytime and nighttime areas of

KEX
PORTLAND, OREGON

Serving one of the nation's two fastest-growing regions, KEX has increased its power from 5,000 watts (1946) to 50,000 watts (1948). Mail returns indicate tremendous increase in audience. ABC affiliate. Oregon's only 50 kw. station.

16.8% MORE
Radio Families
now in the BMB daytime area of

WOWO
FORT WAYNE

Half urban, half rural, the tri-state WOWO area is one of the Midwest's richest markets. Popular ABC programs and award-winning local presentations attract a huge audience. BMB counties: 59 daytime, 50 nighttime.

SOURCES OF MATERIAL USED IN MARKETBOOK

FIGURES contained in BROADCASTING'S special Marketbook issue are the latest complete official listings obtainable from all available sources.

Sources of data for the various classifications in the order in which they appear in the issue are as follows:

(1) STATE MAPS: Based on the BROADCASTING Yearbook map brought up to date.

(2) AM, FM AND TV STATIONS: Most recent available in FCC's files. Information about AM stations is through Aug. 10. FM and TV stations are through Aug. 30.

(3) TOTAL FAMILIES, PER CENT RADIO, AND RADIO FAMILES: State, county and city figures were obtained from BMB. Sources for the other 17 state classifications are as follows:

Population: U. S. Census Bureau, Department of Commerce.

Number of Business Concerns: Dun & Bradstreet, New York.

Domestic Urban Electric Consumers: Edison Electric Institute, New York.

Private & Commercial Passenger Auto Registrations: Federal Works Agency, Public Roads Administration.

Business Telephones: FCC.

Residential Telephones: FCC.

Nonagricultural Employment: U. S. Department of Labor, Bureau of Labor Statistics.

Total Income Payments to Individuals: U. S. Department of Commerce, Office of Business Economics.

Per Capita Income Payments: U. S. Department of Commerce, Office of Business Economics.

Sales of U. S. Savings Bonds (Series E): U. S. Treasury Dept.

Bank Deposits: U. S. Treasury Dept., Comptroller of the Currency.

Drug Store Sales: Drug Topics, New York.

Gross Postal Receipts: U. S. Post Office Dept.

Total Private Construction: U. S. Dept. of Commerce, Office of Domestic Commerce.

Private Residential Building: U. S. Dept. of Commerce, Office of Domestic Commerce.

Private Nonresidential Building: U. S. Dept. of Commerce, Office of Domestic Commerce.

Farm Construction: U. S. Dept. of Commerce, Office of Domestic Commerce.

(4) DATA ON CITIES: Families and radio families from BMB; listeners surveys available from Hooper, Nielsen, Conlan and Pulse.

(5) COUNTY FACTS: BMB on total families and radio families:

Telephone Homes: U. S. Dept. of Commerce, Bureau of the Census.

Employment: U. S. Dept. of Commerce, Office of Domestic Commerce.

Taxable Payrolls: U. S. Dept. of Commerce, Office of Domestic Commerce.

Bank Deposits: Bureau of the Census.

Retail Sales: Through special arrangements made by BROADCASTING with the publishers of *Sales Management*, we are privileged to reprint the exclusive county estimates of retail sales for the calendar year 1947 which are a part of the 19th annual *Sales Management* Survey of Buying Power published May 10, 1948. These estimates are fully protected by copyright and must not be used in printed promotion or advertising without securing consent from *Sales Management*, 386 Fourth Ave., New York 16, N. Y.

(6) TELEPHONE SERVICE GROWTH: Figures on principal cities of the nation were obtained from AT&T.

Panacoustic—QUALITY

● Where a superior piece of equipment is doing a better job, you'll find the familiar little figure of Pan and the word *Panacoustic*. *It means better quality!*

● Manufacturers of fine Audio Equipment. Distributors of Presto and other Famous Audio and electronic equipment.

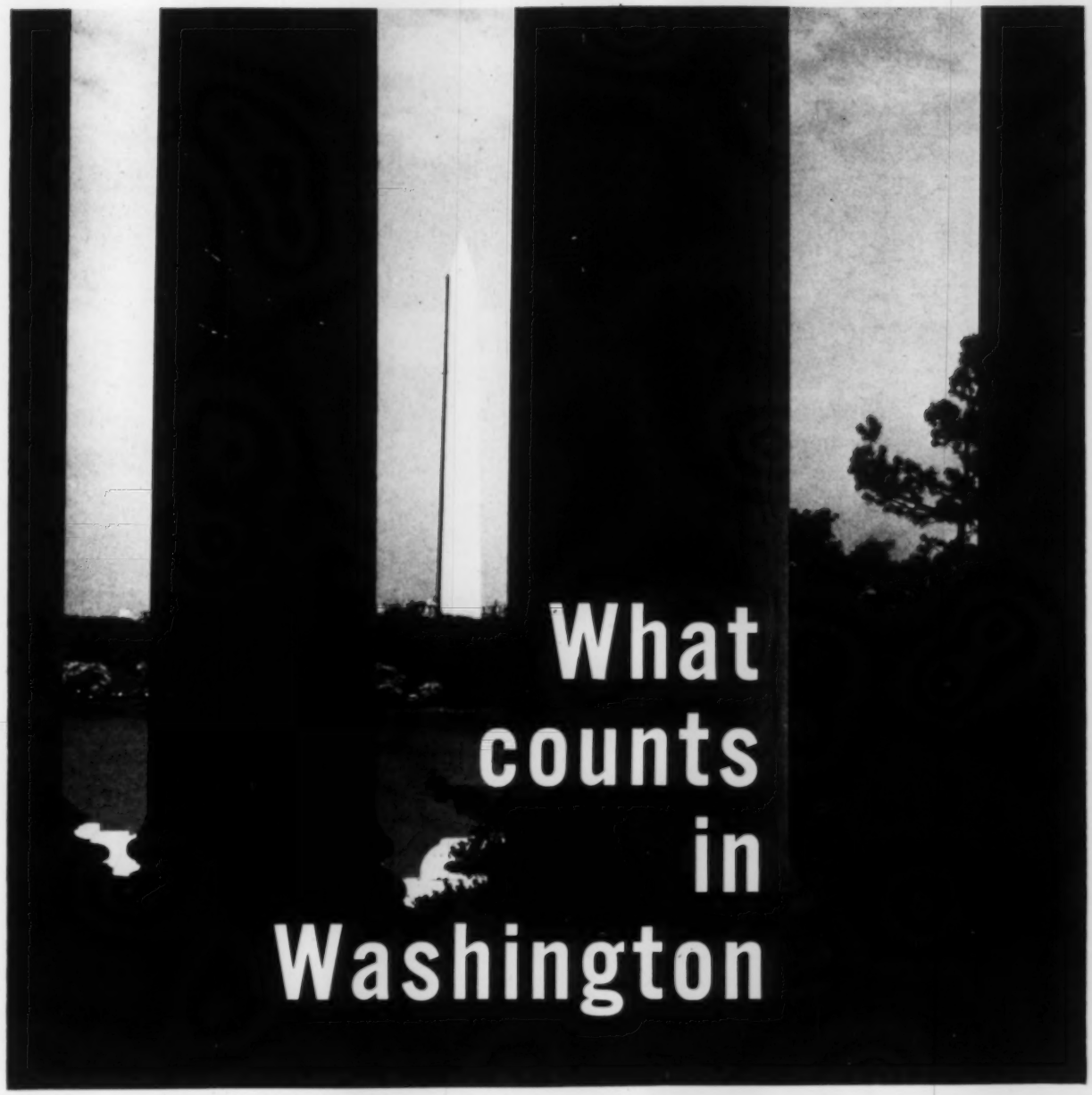
● We use this fine equipment in our operation of Washington's Oldest and largest Recording Studios.

● Serving as Washington's studios for stations and regional networks of The Nation.

U.S. Recording Company

WASHINGTON, DISTRICT of COLUMBIA

Telephone: STERLING 3625



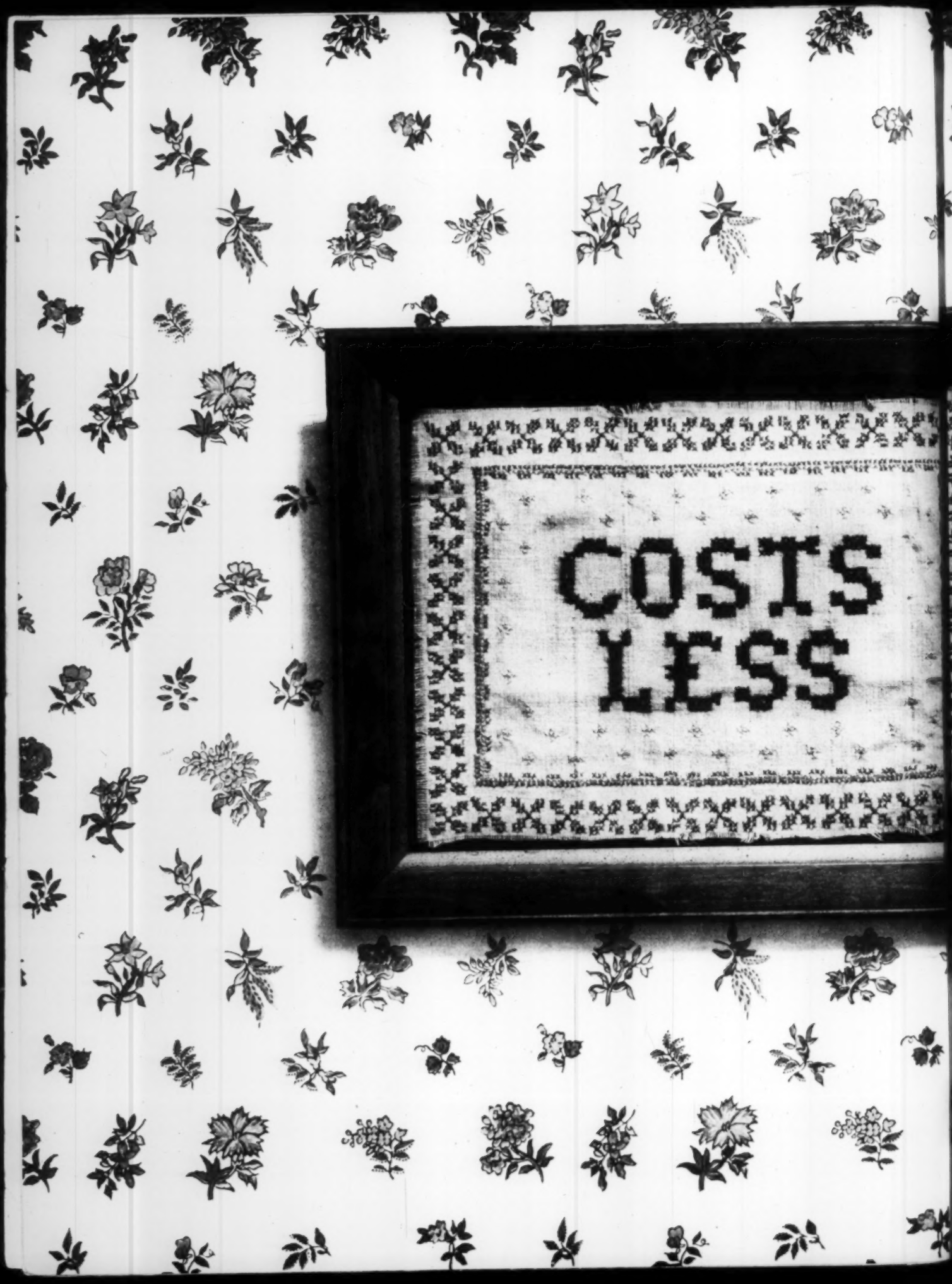
No station has a longer, more complete

or better record of service to the Washington area than

WRC—dominant station of the capital area.

FIRST IN WASHINGTON
WRC
NBC
5,000 WATTS 980 KC.
Represented by NBC SPOT SALES

NATIONAL BROADCASTING COMPANY



XUM

(Have these words "costs less" vanished from the language? Almost . . . yet not entirely.)

Today virtually the only commodity that still costs less than in 1939 is the American consumer himself.

Today an advertiser by carefully choosing his medium can buy circulation (that is, *customers*) for considerably less than he could in 1939. Nowhere, for example, has the cost of a customer dropped more than in network radio. (SEE "ADVERTISING & SELLING," MAY 1948)

And nowhere in network radio does he cost as little as on CBS.

Today an advertiser's dollar spent on CBS delivers from 8% to 57% more listeners than on any other network. For the second year in a row, CBS sponsored programs have again averaged the lowest cost per thousand families in all network radio —13% lower than the average for the other three networks.

Today "costs less" may be two words inaudible in most places throughout the land, but they can be heard in Radio, and *most distinctly* on the Columbia Broadcasting System.

CBS

—where 99,000,000 people gather every week.

Among 200 leading cities of the United States

HONOLULU IS 40th

in population, 48th in retail sales, 27th in food group sales, and 17th in drug store sales. And, surprisingly enough, the Territory of Hawaii surpassed all of the states in effective buying income per family according to sales management's estimates for 1948. Hawaii offers you a strong, stable, growing market with completely modern distribution radiating from one major trade center—Honolulu. To reach every part of this market, you need only one radio station—KULA. Maintaining mainland broadcasting standards . . . staffed by popular island personalities plus the star attractions of ABC . . . KULA, with its clear channel and unequalled power, gives you thorough coverage of Hawaii.

KULA 10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD
STUDIOS—1525 KAPIOLANI BLVD. HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

BROADCASTING
TELECASTING

Vol. 35, No. 15, Part 2 WASHINGTON, D. C., OCTOBER 11, 1948 $1.00 A COPY

MARKET POTENTIAL

Predicted Gross Gauges Station Chances

By DR. VICTOR J. ANDREW
Andrew Corporation, Chicago

PREDICTED gross billings through 1951 in each community form the basis upon which Dr. Andrew calculates profit opportunities for stations in each market in the country. The exhaustive computations employed in the yardstick included population trends and other factors that reasonably could be assumed to affect the figures. The author, one of the nation's foremost radio engineers, was born in 1902. He won his Ph.D. degree from the U. of Chicago after graduation from the College of Wooster, Ohio. At the Illinois university he served as assistant to Prof. Arthur H. Compton while they were engaged in cosmic ray research. Dr. Andrew served Doolittle & Falknor and Westinghouse Electric Co. as radio engineer for Signal Corps Radio Labs. at Fort Monmouth before establishing his own firm in 1936. He now heads Andrew Co., Chicago, a firm specializing in engineering and manufacturing of antenna systems and equipment. In an article published in BROADCASTING Aug. 2 he visualized a billion dollar gross for radio in 1957.

The accompanying table lists for each county in the United States the retail sales for 1947, the predicted available gross billings for the broadcast industry for 1951, and the gross billings considered necessary for support of the broadcast stations now existing in the county.

It is recognized that no such data as this can replace intimate local knowledge of a community and the operation of radio stations in it when making a business decision. Nevertheless this data which permits accurate comparison with other communities by measuring them all with a standard yardstick should be a valuable additional aid in understanding the present operations and future prospects of individual broadcast stations.

Following are some of the possible uses for this data.

Selecting a Community

Where the available gross billings for 1951 are greater than gross billings necessary for existing station it is assumed that the difference can be made available for support of an additional station. This difference should be at least $100,000 (shown as 100 in the table) for a new small station, and should be at least $800,000 for a television station. For quick reference, all counties showing a difference of $100,000 or more are marked (*).

Weighing the Prospects

The gross billings necessary for the proposed station may be added to the gross billings necessary for existing stations. The gross billings available should exceed this amount. The percent by which it exceeds it is an indication of the economic climate in which the new station will be operating.

Before making final use of this data for a particular community, the data here presented should be corrected for construction permits granted since the effective data here used, and if possible for applications before the FCC which seem likely to be granted. The method of correcting will be made clear in the section later explaining the derivation of this data.

Note that the published column of gross billings available is for the year 1951. It includes some prediction of the growth of the industry and of the community. As a further check on a community where a new radio station is planned, it is recommended that gross billings available in 1947 be calculated to see whether it is enough to support the existing stations and the proposed new station.

The gross billings available in 1947 is calculated by multiplying retail sales in 1947 by 0.0043.

The possibility of gross billings from surrounding counties should be considered. Where surrounding counties do not have radio stations of their own, a substantial part of the gross billings as tabulated in this article might be obtainable by a station in the county being studied.

Weighing the Future

A prospective purchaser may find value in noting the ratio of gross billings available to gross billings necessary for existing stations.

Some measure of the success of management of existing stations may be found by comparing the actual 1947 gross billings of a station operating alone in a county (or the sum of all stations in the county) with the predicted gross billings available in 1947.

Trends

The national trends of population and other factors affecting broadcasting have been discussed thoroughly by the author [BROADCASTING, Aug. 2, page 22]. In the course of this study certain internal geographic trends of retail sales

(Continued on page 12)

DEPT. STORE SALES

Gains Reflected in 1948

DEPARTMENT store sales in the St. Louis Federal Reserve district were 19% higher in the four weeks ending July 10, 1948, than in the corresponding period a year ago, a July 15 report of the Federal Reserve System's Board of Governors reveals.

The gain in the St. Louis district was the highest of the 12 in the nation, followed closely by the Atlanta district with an 18% gain and the Dallas district with 16%.

For all of 1948 up to July 10 as compared with last year up to that time, the Dallas district led with 13% gain, St. Louis was second with 10%, while the Cleveland, Atlanta, and Kansas City districts tied for third with 9%.

The Boston district was the only one in the nation to show a gain for the one week ending July 10 over that week last year. After Boston with 1% gain were Chicago and Dallas with no change.

For the month of May 1948 compared to May 1947, the Minneapolis district led with an 8% rise. Within the district, Duluth-Superior had a 13% boost, Minneapolis 8% and St. Paul 3%.

The Kansas City and Dallas district tied for second with 6% gains. In the Kansas City district, Tulsa's gain of 20% was the greatest, with Wichita's 9% second. In the Dallas district, Houston was tops with an 18% rise, while San Antonio had 7%.

For the period January-April 1948, the Dallas district led with a 12% rise, with top honors in the district again going to Houston which had a 25% gain. The Philadelphia district was second for this period with an 11% gain.

DEPARTMENT STORE SALES, BY CITIES
Percentage Change from Corresponding Period a Year Ago

Federal Reserve District and City	Jan.-Apr.	Month of May	Week ending June 12	June 19	June 26	July 3*	July 10*
UNITED STATES	+ 8	+ 3	+ 1	+21	+ 7	r+28	— 4
Boston District	+ 2	— 4	— 5	+18	+11	+27	+ 1
New Haven, Conn.	+ 3	— 5	—13	+ 8	—11	+13	+16
Boston, Mass.	+ 2	— 5	— 5	+18	+11	+28	— 4
Springfield, Mass.	+ 7	— 1	0	+29	+23	+27	+14
Providence, R. I.	+ 1	— 5	— 8	+16	+ 2	+16	+10
New York District	+ 6	+ 2	0	+16	+ 8	+37	—10
Newark, N. J.	+ 5	+ 4	— 1	+20	+ 4	+31	— 9
Buffalo, N. Y.	+12	+ 1	— 4	+13	+ 4	r+34	+ 1
New York, N. Y.	+ 5	+ 1	0	+17	+10	+38	—11
Rochester, N. Y.	+11	+ 3	+19	+17	+12	r+37	— 7
Syracuse, N. Y.	+ 7	— 1	+ 4	+ 5	— 1	+36	—12
Philadelphia District	+11	+ 5	+ 4	+17	+ 6	+29	— 2
Philadelphia, Pa.	+ 8	+ 3	+ 4	+17	r+ 7	+29	— 3
Cleveland District	+10	+ 3	— 1	+23	+10	+29	— 4
Akron, Ohio	+ 7	+ 5	— 9	+15	+ 2	+29	— 9
Cincinnati, Ohio	+ 8	+ 1	— 5	+21	+12	+19	— 3
Cleveland, Ohio	+11	+ 3	— 2	+20	+ 3	r+26	— 3
Columbus, Ohio	+11	+ 8	— 7	+31	+12	+30	+ 4
Toledo, Ohio	+10	+ 4	— 5	+26	+ 8	+22	— 1
Pittsburgh, Pa.	+ 7	+ 4	+ 6	+25	+14	+37	—10
Richmond District	+ 5	0	+ 1	+11	0	r+39	— 6
Washington, D. C.	+ 5	— 6	+ 3	+14	+ 5	+48	—11
Baltimore, Md.	+ 3	— 5	— 1	+ 5	— 5	+29	— 2
Atlanta District	+ 8	+ 3	+ 1	+32	+12	r+29	— 1
Birmingham, Ala.	+12	+11	— 3	+45	+28	+60	+ 2
Miami, Fla.	+ 7	+ 1	+ 3	+21	+ 3	+26	— 9
Atlanta, Ga.	+ 8	+ 4	— 2	+28	+ 8	r+22	—10

(Continued on page 260)

Andrew

(Continued from page 11)

have become very apparent. In the base years used for this study, namely 1946 and 1947, the greatest increases in retail sales were in the agricultural states.

The continued expansion of the Pacific Coast States is very marked.

Another significant phenomenon is the increase in certain large cities in isolated locations, where they draw an increased amount of trade from the small communities within 200 miles. This is conspicuous in Arizona where retail sales in the two largest cities increased about 50% during the year, and in nearly all of the rest of the state small decreases occurred. Another outstanding example was Kansas City and St. Louis, where the surrounding area showed a substantial increase in retail sales due to farm prosperity, but the retail sales of these two cities nearly doubled in the year. This phenomenon is believed to be the result of increasingly widespread use of post war automobiles in 1947 and consequent driving to the big city, even though it may be a 400 mile round trip, to do the family shopping.

This trend toward the large shopping centers seems likely to continue. It suggests importance to the local merchant in such cities of radio stations with a primary coverage radius of 100 miles or more. An alternative commercial possibility is use of small community radio stations in the surrounding area. Such stations might well consider grouping themselves so they can offer a package deal to the big city merchant.

Method of Derivation

This study is based on counties rather than cities because the data available on retail sales in counties is more complete, and because the sphere of influence of a radio station corresponds more closely to a county than to a city.

Retail sales have been used as the basis for measurement of each county. Since broadcasting lives on advertising, this is considered the best measure of income available to the broadcast industry. In a previous article [BROADCASTING, Aug. 2], disposable personal income was used for a somewhat similar basis for measuring the possibilities of the industry. These two bases substantially parallel each other.

All values in this aritcle are stated in 1947 dollars, due to the statistical method used in the calculations. Further inflation after 1947 should have a substantially equal effect on both income and expense of a station, so should not affect the conclusions based on this article.

The values tabulated for retail sales in 1947 are taken directly from Sales Management, May 10, 1948.[1] The total retail sales for the US in 1947 were $117,594,174,000. Total gross billings were $500,900,000. The ratio is 0.0043. We therefore assume that in each county in the United States, the available gross billings for the year 1947 could be found by multiplying the retail sales of the county by 0.0043.

The reader who decides now to build a new radio station can hardly hope to have it in profiable operation before 1951. That year has therefore been selected as the basis for study of available gross billings. To predict the future, the rate of change of retail sales in each county between 1946 and 1947 was noted. It was assumed that further change will continue in the same direction, but at only half the rate of this base year. From this data, the retail sales of the county in 1951 was predicted.

The available billings in 1951 are assumed to be directly proportional to the retail sales in 1951. A multiplying constant was chosen which gives a total of $732,000,000 gross billings available for all countries, an amount predicted for the year 1951 for the entire industry.

The table does not show the retail sales for 1951. This figure can be found by multiplying the available gross billing for 1951 by 167.

The calculations for each county include the effects of total population growth in America, and internal shifts of population and of buying habits. But the effect of inflation is avoided, and we still speak only in "1947 dollars."

Having predicted available gross billings in 1951, we next need to know how much of this money is required for continued operation of the stations already existing in the community. For this purpose the following allowances have been made:

For each AM station of less than 5 kw, $100,000.
For each AM station of 5 kw or more, but less than 50 kw, $300,000.
For each AM station of 50 kw, $800,000.
For each FM station affiliated with an AM station, nothing.
For each FM station operated independently, $100,000.
For each TV station, $800,000.

It is seen that this study treats the entire broadcast industry, AM, FM and TV, as a single entity, supported by one source of income, namely advertisng. Non-commercial stations have been omitted in the tabulation.

The stations considered in this table as existing stations are those in operation or holding construction permits or conditional grants on the following dates:

For AM stations, April 15, 1948.
For FM stations, Jan. 1, 1948.
For TV stations, Aug. 12, 1948.

Limitations of Analysis

No allowance has been made in these calculations for the following factors:

1. The substantial variations in cost of doing business in different parts of the United States.
2. The variation in cost of operating a station of the same power between a small town and the large city.
3. The great variation in size and consequent cost of operations of different stations of the same power and under the same circumstances due to the differing policies of the management.

This data has the greatest significance for medium sized and small communities which are not suburbs of large cities. The data almost uniformly shows that the large cities can support many more stations. This fact is exaggerated by failure to recognize that cost of doing business in the large cities is higher.

The economic life of a suburb is so distorted from the normal city pattern that the meaning of the data is largely lost here. The broadcast industry has always found the center city far more attractive than the suburb, and it is recommended that on economic grounds, all suburbs should be omitted when considering a site for a new station, and the corresponding center city studied instead.

ALABAMA

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Autauga	5,264	45	0
*Baldwin (Fairhope)	18,056	154	0
Barbour (Eufaula)	11,120	95	100
Bibb	7,025	60	0
Blount	8,533	73	0
Bullock	6,036	52	0
Butler (Greenville)	11,659	100	100
Calhoun (Anniston)	39,692	289	200
Chambers (Lanet)	11,300	97	100
Cherokee	4,725	41	0
Chilton (Clanton)	10,923	94	100
Choctaw	4,563	39	0
*Clarke (Jackson)	12,575	108	0
Clay	5,030	44	0
Cleburne	4,995	43	0
Coffee (Enterprise)	10,195	86	100
Colbert (Muscle Shoals)	18,559	159	100
Conecuh	6,827	59	0
Coosa	2,730	23	0
Covington (Andalusia)	22,612	196	100
Crenshaw	7,221	62	0
Cullman (Cullman)	20,931	179	100
Dale	5,605	48	0
Dallas (Selma)	29,913	256	200
*De Kalb (Wetumpka)	12,881	110	0
*Elmore (Wetumpka)	12,253	105	0
Escambia (Brewton)	18,559	159	100
*Etowah (Gadsden)	59,537	599	400
Fayette	7,905	68	0
Franklin	8,857	76	0
Geneva	9,702	83	0
Greene	5,731	49	0
Hale	5,724	49	0
Henry	6,043	52	0
Houston (Dothan)	27,452	235	300
*Jackson (Scottsboro)	12,126	104	0
*Jefferson (Birmingham)	517,348	6,020	3,800
Lamar	5,803	50	0
Lauderdale (Florence)	25,763	220	200
Lawrence	5,103	44	0
*Lee (Opelika)	15,289	301	200
Limestone	11,463	98	0
Lowndes	4,923	42	0
Macon	9,647	83	0
*Madison (Huntsville)	44,272	456	300
Marengo (Demopolis)	11,373	97	100
Marion	7,492	64	0
Marshall (Albertville)	19,421	167	100
*Mobile (Mobile)	169,183	1,780	1,000
Monroe	10,294	89	0
*Montgomery (Montgomery)	125,181	1,890	700
Morgan (Decatur)	29,517	252	200
Perry	7,851	67	0
Pickens	7,941	68	0
Pike (Troy)	15,793	135	100
Randolph	7,780	67	0
Russell	11,337	97	0
St. Clair	10,743	92	0
Shelby	9,792	84	0
Sumter	7,437	64	0
Talladega (Talladega)	24,002	205	300
Tallapoosa (Alexander City)	16,438	141	100
Tuscaloosa (Tuscaloosa)	50,038	477	400
*Walker (Jasper)	26,679	229	100
Washington	3,522	30	0
Wilcox	6,323	54	0
Winston	5,642	48	0

ARIZONA

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Apache	4,385	8	0
Conchise (Douglas)	26,983	138	200
Coconino (Flagstaff)	18,776	96	200
Gila (Globe)	16,022	53	100
Graham (Safford)	8,713	36	100
Greenlee	6,353	28	0
*Maricopa (Phoenix)	273,322	3,040	2,300
Mohave	9,050	32	0
Navajo	13,773	44	0
*Pima (Tucson)	107,035	1,090	500
Pinal (Coolidge)	21,025	170	100
Santa Cruz (Nogales)	10,849	86	100
Yavapai (Prescott)	21,193	119	100
Yuma (Yuma)	24,679	307	300

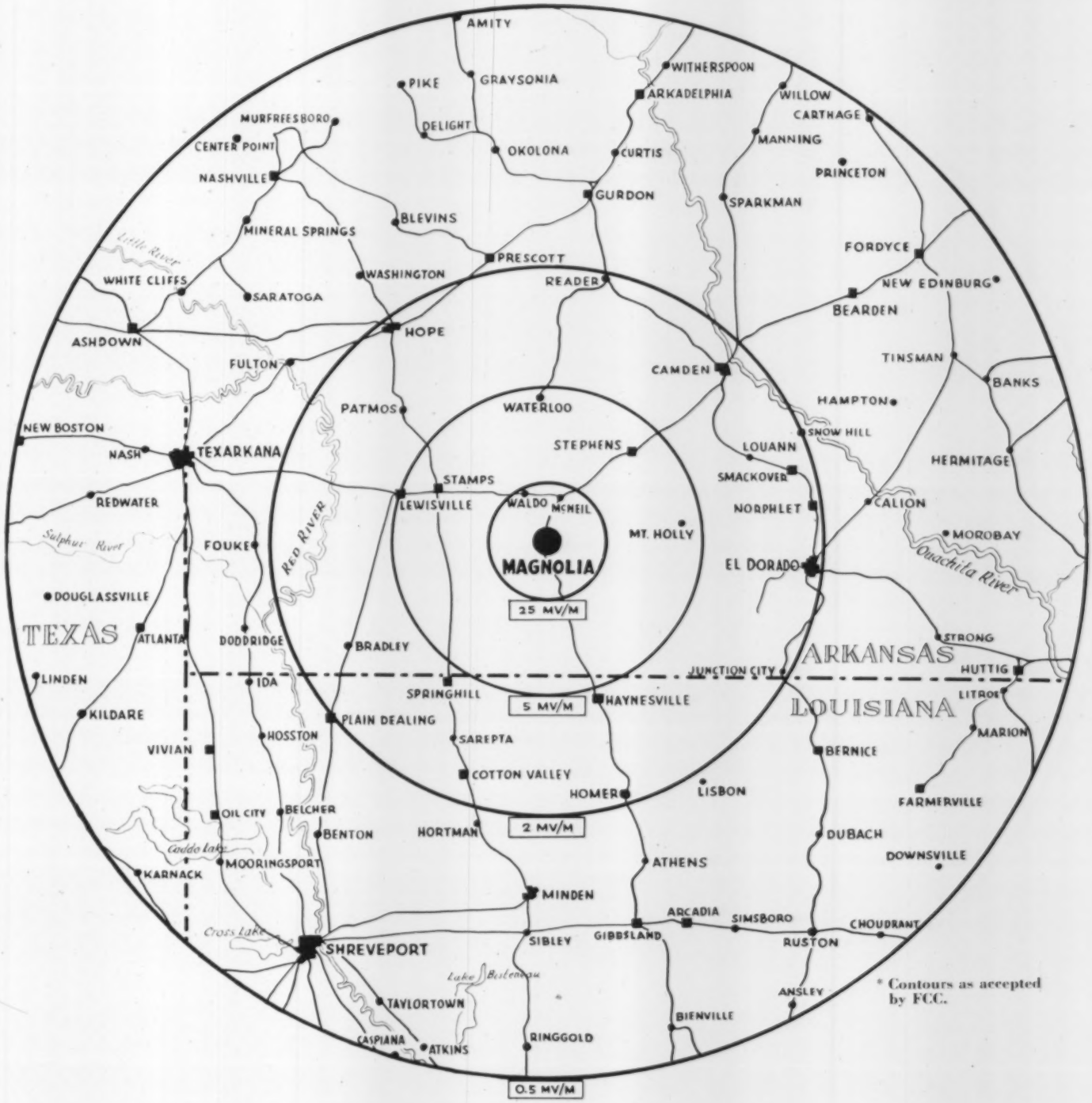
ARKANSAS

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Arkansas (Stuttgart)	15,623	133	100
*Ashley (Crossett)	11,731	127	0
Baxter	3,067	33	0
Benton (Siloam Springs)	17,046	184	300
Boone (Harrison)	10,596	114	100
*Bradley (Warren)	9,909	108	0
Calhoun	1,989	22	0
Carroll	5,446	59	0
*Chicot (Dermott)	10,355	112	0
Clark (Arkadelphia)	11,898	129	100
Clay	8,756	95	0
Cleburne	3,328	36	0
Cleveland	2,658	29	0
Columbia (Magnolia)	14,742	160	100
Conway	8,254	90	0
*Craighead (Jonesboro)	28,316	353	100
Crawford	8,867	96	0
*Crittenden (West Memphis)	20,349	256	100
*Cross (Wynne)	9,741	106	0
Dallas	8,422	92	0
*Desha (McGehee)	10,298	112	0
Drew	8,347	91	0
*Faulkner (Conway)	11,246	122	0
Franklin	4,982	54	0
Fulton	1,674	18	0
Garland (Hot Springs)	43,604	600	900
Grant	3,364	36	0
Greene (Paragould)	12,455	135	100
Hempstead (Hope)	15,242	166	100
Hot Spring	7,306	79	0
Howard	8,087	88	0
*Independence (Batesville)	11,488	124	0
Izard	2,231	24	0

[1] Retail Sales figures copyrighted 1948 by SALES MANAGEMENT, INC.; further reproduction not licensed.

(Continued on page 14)

COMPLETE COVERAGE OF OIL-RICH ARK-LA-TEX*



* Contours as accepted by FCC.

KVMA

MAGNOLIA, ARKANSAS

1000 WATTS

630 KC

Andrew

(Continued from page 12)

ARKANSAS Continued

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
*Jackson (Newport)	12,287	133	0
*Jefferson (Pine Bluff)	47,589	602	200
Johnson	6,600	71	0
Lafayette	6,693	72	0
Lawrence	7,844	85	0
*Lee (Marianna)	9,574	106	0
Lincoln	4,016	44	0
Little River	5,762	62	0
*Logan (Paris)	9,388	101	0
*Lonoke (England)	13,514	146	0
Madison	2,027	22	0
Marion	1,302	14	0
*Miller (Texarkana)	25,948	307	0
*Mississippi (Blytheville)	54,586	642	100
Monroe	7,770	84	0
Montgomery	2,082	23	0
Nevada	7,770	84	0
Newton	1,115	12	0
Ouachita (Camden)	17,640	192	100
Perry	1,320	14	0
*Phillips (Helena)	24,656	268	100
Pike	3,624	39	0
*Poinsett (Trumann)	15,596	169	0
Polk	8,180	88	0
Pope (Russellville)	11,618	126	100
Praire	4,145	45	0
*Pulaski (Little Rock)	196,444	2,520	900
Randolph	5,911	64	0
*St. Francis (Forrest City)	15,596	168	0
Saline	7,194	77	0
Scott	4,851	51	0
Searcy	2,120	23	0
*Sebastian (Fort Smith)	63,307	748	600
Sevier	5,335	58	0
Sharp	2,064	22	0
Stone	1,432	15	0
*Union (El Dorado	45,974	540	100
Van Buren	1,802	19	0
*Washington (Fayetteville)	30,470	367	100
*White (Searcy)	14,982	162	0
Woodruff	8,550	93	0
Yell	6,562	71	0

CALIFORNIA

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
*Alameda (Oakland)	853,826	3,150	800
Alpine	145	3	0
Amador	6,670	20	0
*Butte (Chico)	56,700	468	300
Calaveras	6,670	30	0
Colusa	11,117	63	0
*Contra Costa (Richmond)	206,786	5,850	100
Del Norte	5,559	37	0
*El Dorado (Placerville)	14,452	113	0
*Fresno (Fresno)	279,049	2,235	1,700
*Glenn (Willows)	15,565	120	0
*Humboldt (Eureka)	54,476	328	200
*Imperial (El Centro)	62,258	415	300
*Inyo (Bishop)	13,341	110	0
*Kern (Bakersfield)	205,674	2,090	500
*Kings (Hanford)	41,135	331	100
*Lake	11,117	133	0
Lassen (Susanville)	15,565	91	100
*Los Angeles (Los Angeles)	4,622,519	33,500	12,100
*Madera (Madera)	25,571	231	0
*Marin (San Rafael)	62,258	520	200
Mariposa	5,559	48	0
Mendocino (Ukiah)	30,017	285	200
*Merced (Merced)	58,923	558	300
*Modoc (Alturas)	11,117	179	0
Mono	1,112	6	0
*Monterey (Salinas)	112,287	913	200
*Napa (Napa)	41,135	415	100
Nevada (Grass Valley)	18,900	133	100
*Orange (Santa Ana)	181,215	1,035	100
*Placer (Auburn)	34,464	250	0
Plumas	12,229	90	0
*Riverside (Riverside)	151,198	1,510	1,400
*Sacramento (Sacramento)	295,726	3,100	1,100
*San Benito (Hollister)	13,341	120	0
*San Bernardino (San Bernardino)	237,915	2,060	1,100
San Deigo (San Diego)	502,511	1,800	2,600
*San Francisco (San Francisco)	1,267,397	8,800	5,700
San Joaquin (Stockton)	213,456	1,580	1,500
*San Luis Obispo (San Luis Obispo)	50,028	443	300
*San Mateo (Burlingame)	163,428	1,800	300
Santa Barbara (Santa Barbara)	106,728	652	600
*Santa Clara (San Jose)	262,374	1,740	1,300
*Santa Cruz (Santa Cruz)	66,705	490	300
Shasta (Redding)	35,576	190	100
Sierra	1,112	1	0
*Siskiyou (Yerka City)	30,017	171	0
*Solano (Vallejo)	95,611	1,520	100
*Sonoma (Santa Rosa)	96,723	548	100
*Stanislaus (Modesto)	124,517	1,250	200
Sutter (Yuba City)	14,452	163	100
Tehama (Red Bluff)	16,677	104	100
Trinity	3,335	41	0
*Tulare (Visalia)	123,405	1,085	400
Tuolumne	12,229	65	0
*Ventura (Ventura)	85,604	714	400
*Yolo (Woodland)	33,353	287	100
*Yuba (Marysville)	36,688	389	200

COLORADO

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Adams	11,519	75	0
Alamosa (Alamosa)	14,085	92	100
*Arapahoe (Englewood)	24,362	173	0
Archuleta	1,977	13	0
Baca	3,545	23	0
Bent	5,196	34	0
*Boulder (Boulder)	35,513	271	100
Chaffee	9,200	60	0
Cheyenne	1,895	12	0
Clear Creek	4,118	27	0
Conejos	4,624	30	0
Costilla	1,766	11	0
Crowley	3,318	21	0
Custer	931	6	0
Delta	12,009	78	0
*Denver (Denver)	527,459	3,440	2,000
Dolores	686	4	0
Douglas	2,124	14	0
Eagle	3,889	25	0
Elbert	2,026	13	0
*El Paso (Colorado Springs)	74,784	540	300
Fremont (Canon City)	14,689	96	100
Garfield	9,673	63	0
Gilpin	997	6	0
Grand	4,477	29	0
Gunnison	5,540	36	0
Hinsdale	131	1	0
Huerfano (Walsenburg)	10,718	70	100
Jackson	1,519	10	0
*Jefferson (Golden)	18,759	122	0
Kiowa	1,487	10	0
Kit Carson	5,050	33	0
Lake	8,873	58	0
La Plata (Durango)	14,755	96	100
*Larimer (Fort Collins)	37,210	283	100
Las Animas (Trinidad)	22,368	145	200
Lincoln	4,919	32	0
Logan (Sterling)	17,107	112	100
Mesa (Grand Junction)	33,937	203	200
Mineral	806	5	0
Moffat (Craig)	4,885	32	100
Montezuma	6,797	44	0
Montrose (Montrose)	13,316	87	100
*Morgan (Fort Morgan)	15,947	104	0
Otero (La Junta)	20,484	130	100
Ouray	1,683	11	0
Park	2,663	17	0
Phillips	4,184	27	0
Pitkin	752	5	0
Prowers (Lamarr)	10,391	68	100
Pueblo (Pueblo)	75,510	562	700
Rio Blanco	2,598	17	0
Rio Grande	11,928	78	0
Routt	9,134	59	0
Saguache	3,202	21	0
San Juan	1,372	9	0
San Miguel	2,206	14	0
Sedgwick	4,820	32	0
Summit	1,046	7	0
Teller	5,719	37	0
Washington	3,497	23	0
*Weld (Greeley)	43,512	352	200
Yuma	8,365	55	0

CONNECTICUT

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
*Fairfield (Bridgeport)	486,263	2,470	600
*Hartford (Hartford)	528,698	2,570	2,100
*Litchfield (Torrington)	76,053	471	200
*Middlesex (Middletown)	53,127	336	0
*New Haven (New Haven)	500,592	2,680	1,800
*New London (New London)	122,898	580	200
*Tolland (Rockville)	18,447	117	0
*Windham (Williamantic)	50,956	337	0

DELAWARE

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Kent (Dover)	23,862	53	100
New Castle (Wilmington)	179,409	620	1,400
*Sussex (Milford)	44,772	160	0

DISTRICT OF COLUMBIA

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Washington	904,435	3,430	5,500

FLORIDA

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Alachua (Gainesville)	28,501	176	400
Baker	2,149	13	0
*Bay (Panama City)	35,732	212	100
Bradford	4,002	24	0
Brevard (Melbourne)	15,369	92	100
*Brownard (Fort Lauderdale)	52,815	416	300
Calhoun	2,772	17	0
Charlotte	3,008	18	0
Citrus	2,978	18	0
Clay	2,194	13	0
Collier	3,349	20	0
Columbia (Lake City)	9,070	54	100
Dade (Miami)	443,245	3,270	3,500
De Soto	5,765	34	0
Dixie	3,660	22	0
Duval (Jacksonville)	264,871	2,150	2,300
*Escambia (Pensacola)	66,965	608	500
Flagler	1,364	8	0
Franklin	2,949	18	0
Gadsden (Quincy)	14,656	88	100
Gilchrist	1,452	9	0
Glades	1,096	7	0
Gulf	3,084	19	0
Hamilton	3,084	19	0
Hardee	5,779	36	0
Hendry	3,957	24	0
Hernando	3,853	23	0
Highlands	6,759	41	0
*Hillsborough (Tampa)	173,791	1,280	900
Holmes	2,089	13	0
Indian River	7,158	43	0
Jackson (Marianna)	12,449	75	100
Jefferson	3,157	19	0
Lafayette	1,096	7	0
Lake (Leesburg)	20,067	121	200
Lee (Fort Myers)	17,859	107	100
Leon (Tallahassee)	25,135	151	400
Levy	4,520	27	0
Liberty	607	4	0
Madison	5,883	35	0
Manatee (Bradenton)	20,259	122	100
Marion (Ocala)	22,127	132	100
Martin	4,624	28	0
Monroe (Key West)	7,899	47	100
Nassau	5,128	31	0
Okaloosa (Crestview)	4,950	30	100
Okeechobee	2,179	13	0
Orange (Orlando)	105,629	830	1,000
Osceola	6,136	37	0
*Palm Beach (West Palm Beach)	126,954	1,160	500
Pasco	6,402	38	0
Pinellas (St. Petersburg)	150,073	1,290	1,600
*Polk (Lakeland)	92,077	770	200
Putnam (Palatka)	12,079	73	100
*St. Johns (St. Augustine)	17,222	211	100
St. Lucie (Fort Pierce)	13,162	79	100
Santa Rosa	4,150	25	0
Sarasota (Sarasota)	21,801	132	100
Seminole (Sanford)	14,864	89	100
Sumter	3,602	22	0
Suwannee (Live Oak)	7,336	44	100
Taylor	5,721	34	0
Union	1,245	7	0
Volusia (Daytona Beach)	59,392	407	400
Wakulla	1,927	12	0
Walton	4,803	28	0
Washington	2,978	18	0

GEORGIA

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Appling	3,725	27	0
Atkinson	1,313	10	0
Bacon	3,331	24	0
Baker	822	6	0
Baldwin (Milledgeville)	5,695	42	100
Banks	591	4	0
Barrow	5,184	38	0
Bartow (Cartersville)	9,336	68	100
Ben Hill (Fitzgerald)	8,352	61	100
Berrien	4,446	32	0
*Bibb (Macon)	90,912	946	600
Bleckley	3,298	24	0
Brantley	1,083	8	0
Brooks (Quitman)	6,252	46	100
Bryan	1,525	11	0
Bulloch (Statesboro)	13,849	102	100
Burke	7,679	56	0
Butts	3,889	28	0
Calhoun	3,151	23	0
Camden	2,625	19	0
Candler	4,054	30	0
Carroll (Carrollton)	12,224	89	100
Catoosa	1,969	15	0
Charlton	1,722	13	0
Chatham (Savannah)	116,559	920	900
Chattahoochee	460	3	0
Chattooga	8,302	61	0
Cherokee	7,170	52	0
Clarke (Athens)	30,963	225	200
Clay	2,264	17	0
Clayton	2,149	16	0
Clinch	2,149	16	0
*Cobb (Marietta)	22,585	225	100
Coffee (Douglas)	9,779	71	100
Colquitt (Moultrie)	15,719	115	100
Columbia	1,296	9	0
Cook	4,742	35	0
Coweta (Newnan)	12,159	89	100
Crawford	1,083	8	0
Crisp (Cordele)	12,848	94	100
Dade	1,034	8	0
Dawson	246	2	0

(Continued on page 16)

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Thanks*

we're starting
our third
year...

**To the loyal audiences of over 450 (as of September 14) Subscriber Stations in almost as many markets..... To their clients and advertising agencies who know good buys when they hear them (29 programs of all kinds.)..... To their staffs who make our 3500 tunes and top-name artists "buy words" in broadcasting..... From the artists and staff of Capitol Transcriptions. For the Complete Story of this Top Star, Low-Budget Broadcasting Aid, Write Capitol Transcriptions, Dept. 1011, Sunset and Vine, Hollywood 28, California*

Andrew

(Continued from page 14)

GEORGIA Continued

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Decatur (Bainbridge)	9,895	72	100
*De Kalb (Decatur)	35,216	211	100
Dodge	6,267	46	0
Dooly	4,135	30	0
Dougherty (Albany)	38,278	279	200
Douglas	3,249	24	0
Early	7,170	52	0
Echols	279	2	0
Effingham	2,265	17	0
Elbert (Elberton)	8,024	59	100
Emanuel	8,828	64	0
Evans	3,396	25	0
Fannin	2,395	17	0
Fayette	1,492	11	0
Floyd (Rome)	45,935	376	500
Forsyth	1,722	13	0
Franklin	5,727	42	0
Fulton (Atlanta)	574,372	4,500	5,500
Gilmer	1,986	15	0
Glascock	903	7	0
Glynn (Brunswick)	19,559	143	100
Gordon	7,745	57	0
Grady	7,318	54	0
Greene	4,545	33	0
Gwinett	7,498	55	0
Habersham	6,366	47	0
Hall (Gainesville)	23,159	181	200
Hancock	3,412	25	0
Haralson	5,415	40	0
Harris	2,248	16	0
Hart (Hartwell)	2,576	19	100
Heard	1,165	9	0
Henry	3,642	27	0
Houston	4,200	31	0
Irwin	3,298	24	0
Jackson	6,433	47	0
Jasper	2,921	21	0
Jeff Davis	2,576	19	0
Jefferson	6,514	48	0
Jenkins	4,020	29	0
Johnson	3,708	27	0
Jones	1,264	9	0
Lamar	4,135	30	0
Lanier	1,591	12	0
Laurens (Dublin)	11,749	86	100
Lee	1,394	10	0
Liberty	2,264	17	0
Lincoln	1,591	12	0
Long	738	5	0
Lowndes (Valdosta)	21,053	140	300
Lumpkin	1,115	8	0
McDuffie (Thomson)	3,922	29	100
McIntosh	1,970	14	0
Macon	4,873	36	0
Madison	2,511	18	0
Marion	1,937	14	0
Meriwether	5,611	41	0
Miller	2,445	18	0
Mitchell	7,417	54	0
Monroe	4,365	32	0
Montgomery	1,970	15	0
Morgan (Buckhead)	3,889	66	100
Murray	2,347	17	0
Muscogee (Columbus)	86,127	697	600
Newton (Covington)	7,318	54	100
Oconee	706	5	0
Oglethorpe	2,248	15	0
Paulding	2,510	18	0
Peach	5,611	41	0
Pickens	2,888	21	0
Pierce	4,627	34	0
Pike	1,970	14	0
Polk (Cedartown)	13,405	98	100
Pulaski	4,512	33	0
Putnam	3,528	26	0
Quitman	443	3	0
Rabun	3,101	23	0
Randolph	5,218	38	0
Richmond (Augusta)	80,386	740	900
Rockdale	3,035	22	0
Schley	1,313	10	0
Screven	5,825	43	0
Seminole	3,282	24	0
Spaulding (Griffin)	18,804	138	100
Stephens (Toccoa)	6,482	47	100
Stewart	3,413	25	0
Sumter (Americus)	11,421	84	100
Talbot	1,657	12	0
Taliaferro	1,115	8	0
Tattnall	4,595	33	0
Taylor	3,298	24	0
Telfair	5,038	37	0
Terrell (Dawson)	5,498	40	100
Thomas (Thomasville)	17,492	128	200
Tift (Tifton)	12,963	94	100
Toombs (Vidalia)	8,302	61	100
Towns	360	2	0
Treutlen	2,329	17	0
*Troup (La Grange)	36,365	436	100
Turner	4,135	30	0
Twiggs	1,264	9	0
Union	706	5	0
Upson (Thomaston)	10,550	77	100
Walker	9,697	71	0
Walton	8,335	61	0
Ware (Waycross)	21,133	155	100
Warren	2,706	20	0
Washington	7,516	55	0
Wayne	5,448	40	0
Webster	772	6	0
Wheeler	1,231	9	0
White	820	6	0
Whitfield (Delton)	18,197	133	100
Wilcox	2,887	21	0
Wilkens	5,333	39	0
Wilkinson	2,840	21	0
Worth	4,545	31	0

IDAHO

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Ada (Boise)	73,711	650	700
Adams	1,704	13	0
Bannock (Pocatello)	42,774	380	500
Bear Lake	5,987	45	0
Benewah	4,285	31	0
*Bingham (Blackfoot)	13,257	100	0
Blaine	6,122	47	0
Boise	1,096	8	0
Bonner	9,398	66	0
Bonneville (Idaho Falls)	35,204	304	300
Boundary	4,689	36	0
Butte	1,096	9	0
Camas	843	6	0
*Canyon (Nampa)	42,011	393	200
Caribou	2,277	17	0
Cassia (Burley)	12,242	88	100
Clark	522	4	0
Clearwater	5,921	45	0
Custer	2,479	19	0
Elmore	4,857	37	0
Franklin (Preston)	7,201	55	100
Fremont	6,696	51	0
Gem	7,943	61	0
Gooding	7,772	63	0
Idaho	8,990	69	0
Jefferson	5,195	39	0
Jerome	7,928	61	0
Kootenai (Coeur d'Alene)	17,018	130	100
Latah (Moscow)	16,865	154	100
Lemhi	5,921	45	0
Lewis	3,660	28	0
Lincoln	2,783	21	0
Madison	6,814	52	0
Minidoka	7,371	56	0
Nez Perce (Lewiston)	26,568	190	100
Oneida	2,529	19	0
Owyhee	2,581	20	0
Payette	7,994	61	0
Power	3,154	24	0
Shoshone (Wallace)	24,282	173	100
Teton	1,518	12	0
Twin Falls (Twin Falls)	43,383	360	500
Valley	4,285	33	0
Washington (Weiser)	9,074	69	100

ILLINOIS

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Adams (Quincy)	53,520	370	400
Alexander (Cairo)	15,513	99	100
Bond	7,756	39	0
Boone (Belvidere)	13,961	89	0
Brown	4,654	48	0
*Bureau (Princeton)	25,597	174	0
Calhoun	3,103	18	0
Carroll	13,961	79	0
Cass	10,858	51	0
*Champaign (Champaign)	82,995	575	100
*Christian (Taylorville)	28,699	177	0
Clark	10,083	61	0
Clay	12,410	98	0
Clinton	10,860	78	0
*Coles (Mattoon)	35,680	214	100
*Cook (Chicago)	4,545,523	26,350	11,500
Crawford	13,186	82	0
Cumberland	3,878	29	0
*De Kalb (De Kalb)	38,782	273	100
De Witt (Clinton)	13,961	82	100
Douglas (Tuscola)	12,410	76	100
*Du Page (Elmhurst)	83,770	488	0
*Edgar (Paris)	17,840	101	0
Edwards	3,878	20	0
Effingham (Effingham)	17,065	96	100
Fayette	13,961	39	0
Ford	13,187	84	0
*Franklin (West Frankfort)	31,026	210	0
*Fulton (Canton)	31,802	233	100
Gallatin	4,654	36	0
Greene	10,859	79	0
*Grundy (Morris)	16,289	154	0
Hamilton	5,429	64	0
Hancock (Carthage)	14,738	111	100
Hardin	3,102	40	0
Henderson	3,878	43	0
*Henry (Kewanee)	37,231	235	0
*Iroquios	22,494	150	0
Jackson (Murphysboro)	24,821	127	100
Jasper	4,654	24	0
Jefferson (Mt. Vernon)	24,821	141	100
Jersey	8,532	67	0
Jo Daviess	13,961	96	0
Johnson	3,878	29	0
*Kane (Aurora)	145,822	926	300
*Kankakee (Kankakee)	55,847	354	100
Kendall	6,205	49	0
*Knox (Galesburg)	48,866	277	100
*Lake (Waukegan)	128,758	804	100
*La Salle (Ottawa)	96,956	663	100
Lawrence (Lawrenceville)	11,635	55	100
*Lee (Dixon)	25,597	146	0
*Livingston (Pontiac)	27,924	182	0
*Logan (Lincoln)	22,494	171	0
McDonough (Macomb)	23,270	149	100
*McHenry (Kewanee)	39,558	236	0
*McLean (Bloomington)	71,359	434	100
*Macon (Decatur)	90,751	545	100
*Macoupin (Carlinville)	25,597	151	0
*Madison (Alton)	131,085	898	100
Marion (Centralia)	40,333	154	100
Marshall	9,308	66	0
Mason	11,635	84	0
Massac	6,205	32	0
Menard	6,205	38	0
Mercer	10,083	67	0
Monroe	6,981	28	0
*Montgomery (Litchfield)	24,045	149	0
Morgan (Jacksonville)	28,699	144	100
Moultrie	8,532	90	0
*Ogle (Rochelle)	22,494	150	0
Peoria (Peoria)	185,380	1,210	1,700
Perry	13,961	84	0
Piatt	8,532	57	0
Pike	13,187	81	0
Pope	2,327	16	0
Pulaski	5,429	51	0
Putnam	2,327	18	0
*Randolph (Chester)	17,065	118	0
Richland (Olney)	11,634	57	100
Rock Island (Rock Island)	111,591	478	1,200
*St. Clair (East St. Louis)	134,963	856	200
Saline (Harrisburg)	22,494	119	100
*Sangamon (Springfield)	133,412	1,030	200
Schuyler	6,205	55	0
Scott	3,878	24	0
Shelby	12,410	81	0
Stark	5,429	34	0
Stephenson (Freeport)	38,007	196	200
*Tazewell (Pekin)	45,763	429	100
Union	10,083	51	0
*Vermillion (Danville)	78,340	600	100
Wabash	10,859	68	0
*Warren (Monmouth)	18,616	106	0
Washington	6,981	35	0
Wayne	10,859	67	0
White	12,289	83	0
*Whiteside (Sterling)	37,231	227	0
*Will (Joliet)	106,264	940	200
Williamson (Herrin)	28,699	175	100
*Winnebago (Rockford)	152,803	870	100
Woodford	13,961	80	0

INDIANA

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Adams	15,373	95	0
Allen (Ft. Wayne)	178,860	1,095	1,400
Bartholomew (Columbus)	26,455	168	100
Benton	9,295	44	0
Blackford	8,938	32	0
Boone (Lebanon)	17,160	90	0
Brown	1,430	7	0
Carroll	10,009	51	0
*Cass (Logansport)	32,175	161	0
*Clark (Jeffersonville)	22,881	262	0
Clay (Brazil)	13,228	41	0
Clinton (Frankfort)	23,952	94	0
Crawford	2,503	10	0
Daviess (Washington)	16,446	98	100
Dearborn	14,657	82	0
Decatur	11,798	45	0
De Kalb	18,235	78	0
*Delaware (Muncie)	74,718	382	100
Dubois (Jasper)	12,512	59	100
*Elkhart (Elkhart)	70,786	332	100
Fayette (Connersville)	17,160	109	100
*Floyd (New Albany)	28,958	200	0
Fountain	12,154	51	0
Franklin	6,435	29	0
Fulton	11,083	53	0
Gibson	16,444	84	0
Grant (Marion)	46,118	205	200
Greene	16,444	72	0
Hamilton	18,590	98	0
Hancock	12,512	60	0
Harrison (Corydon)	6,077	30	100
Hendricks	11,440	51	0
Henry (New Castle)	29,315	132	100
Howard (Kokomo)	40,755	156	200
*Huntington (Huntington)	25,382	129	0
*Jackson (Seymour)	27,171	309	0
Jasper	11,083	59	0
Jay (Portland)	16,446	74	0
Jefferson	13,585	86	0
Jennings	5,720	24	0
Johnson (Franklin)	20,020	150	100
Knox (Vincennes)	33,248	143	100
*Kosciusko (Warsaw)	25,382	158	0
Lagrange	8,222	35	0
*Lake (Gary)	331,482	2,200	100
*La Porte (Michigan City)	67,568	390	200
*Lawrence (Bedford)	21,450	123	0
*Madison (Anderson)	83,298	414	200
*Marion (Indianapolis)	616,892	4,130	3,000
*Marshall (Plymouth)	20,020	102	0
Martin	5,720	57	0
*Miami (Peru)	24,310	155	0
Monroe (Bloomington)	31,460	156	1,100

(Continued on page 18)

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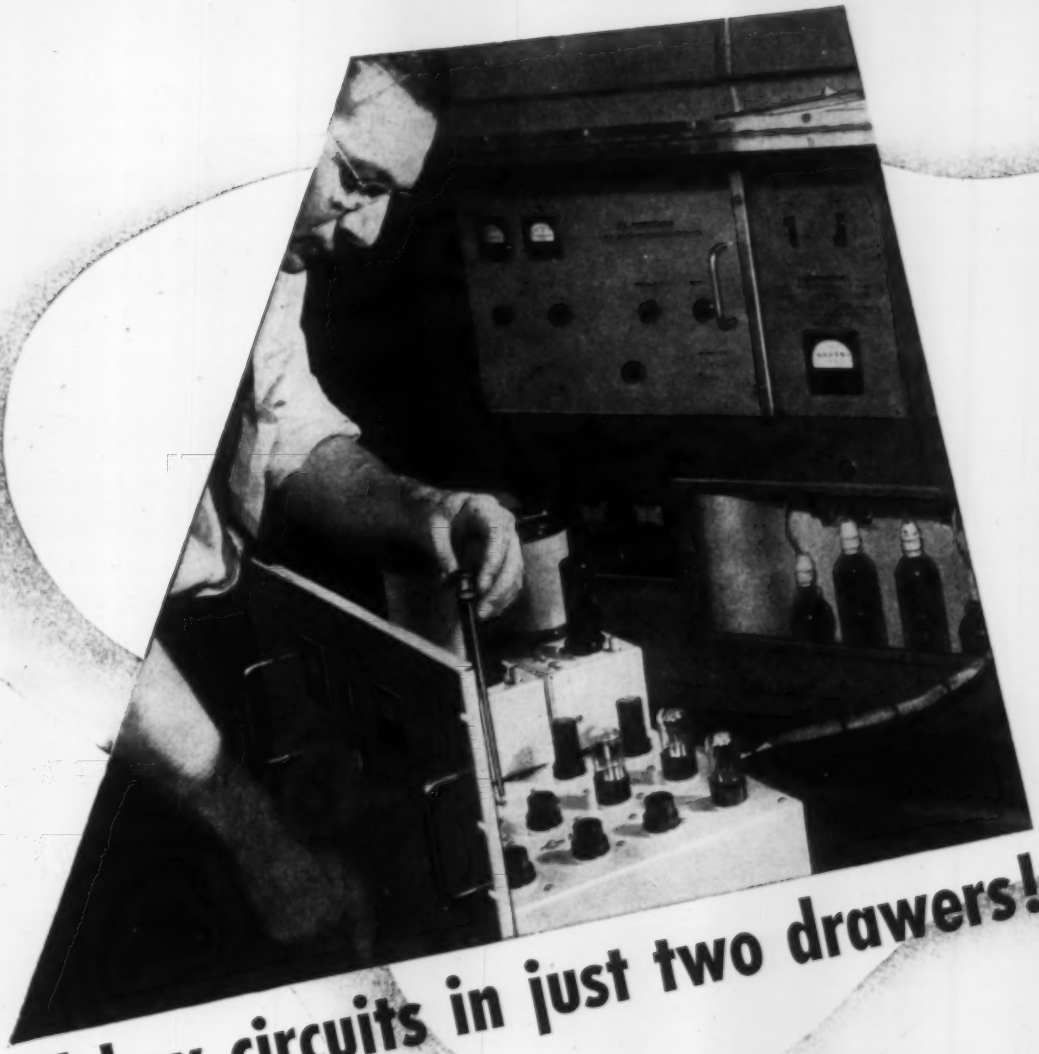

all key circuits in just two drawers!

. . . in Westinghouse FM Transmitters

No other transmitter gives you the important benefit of all key circuits in just two drawers*. It's exclusive with Westinghouse and it offers you these advantages:

- your transmitter won't become obsolete . . . important FM developments are added to your unit by a simple drawer replacement.
- you stay on the air . . . while one unit is being serviced, a stand-by can be slipped readily into place.
- maintenance and inspection are easier . . . plug-in cables are long enough to permit inspection while the chassis is in operation.
- tube selection is unnecessary . . . any tube that registers "good" will work in the Westinghouse-developed "pulse-counting" center frequency control circuit*.

These and other refinements—found only in Westinghouse FM transmitters—are the important little things that forestall obsolescence and protect your investment . . . that cut your installation costs, simplify maintenance and keep you on the air.

Get the full story on the way these transmitter extras can mean money in your pocket. Ask your nearby Westinghouse office or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

*One generates the FM carrier and adds the audio; the other contains the "pulse-counting" center frequency control.

Here are more of these advantages!

- **replace tubes in a matter of seconds**
- **easiest in the industry to inspect and service**
- **"finger-tip" reach for all tubes from the FRONT of transmitter**
- **only one control to adjust output power**
- **entire unit in only 3 cubicles cuts installation costs**

J-02146-A

Wherever you are, there is a Westinghouse transmitter salesman to serve you. And he is also close to your telephone. Assisting him are factory-trained broadcast specialists who have had wide experience in the installation and operation of broadcast stations.

and this service can help you anywhere!

It's the fastest service in the broadcast industry, with Westinghouse field service engineers backed by 35 repair plants and 17 parts warehouses. It's on 24-hour call everywhere in the United States for emergency service.

IN BROADCASTING

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

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Andrew

(Continued from page 16)

INDIANA Continued

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Montgomery (Crawfordsville)	23,952	116	100
Morgan	14,657	78	0
Newton	8,222	36	0
Noble	17,160	87	0
Ohio	2,145	17	0
Orange	9,653	47	0
Owen	5,720	22	0
Parke	8,222	28	0
Perry (Tell City)	7,150	34	100
Pike	6,793	22	0
*Porter (Valparaiso)	25,382	137	0
Posey	10,367	54	0
Pulaski	7,508	33	0
Putnam	10,011	27	0
*Randolph (Winchester)	21,450	135	0
Ripley	10,010	36	0
Rush	12,870	64	0
*St. Joseph (South Bend)	200,937	1,560	500
Scott	6,077	60	0
Shelby (Shelbyville)	20,020	88	100
Spencer	5,720	28	0
Starke	11,083	85	0
Steuben	10,367	29	0
Sullivan	11,440	39	0
Switzerland	2,503	13	0
*Tippecanoe (Lafayette)	60,775	272	100
Tipton	10,010	57	0
Union	3,218	9	0
*Vanderburgh (Evansville)	161,902	930	800
Vermillion	15,015	88	0
*Vigo(Terre Haute)	99,028	550	200
Wabash (Wabash)	18,590	60	0
Warren	2,860	10	0
Warrick	8,938	40	0
Washington	6,793	29	0
*Wayne (Richmond)	54,698	237	100
*Wells (Bluffton)	20,378	239	0
White	12,154	66	0
Whitley	12,512	65	0

IOWA

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Adair	8,523	70	0
Adams	5,687	43	0
*Allamakee (Waukon)	12,488	102	0
*Appanoose (Centerville)	15,132	123	0
Audubon	8,575	70	0
*Benton (Vinton)	18,054	145	0
Black Hawk (Waterloo)	107,622	930	1,000
*Boone (Boone)	24,159	196	0
*Bremer (Waverly)	16,923	138	0
*Buchanan (Independence)	13,740	112	0
*Buena Vista (Storm Lake)	20,471	167	0
Butler	12,245	99	0
*Calhoun (Rockwell City)	14,697	120	0
*Carroll (Carroll)	21,463	176	0
Cass (Atlantic)	19,446	158	100
*Cedar (Titton)	14,122	115	0
Gerro Gordo (Mason City)	53,811	437	500
*Cherokee (Cherokee)	15,967	130	0
Chickasaw	10,887	88	0
Clarke	6,140	50	0
Clay (Spencer)	21,584	176	100
*Clayton (Guttenberg)	14,749	120	0
*Clinton (Clinton)	43,709	356	100
*Crawford (Denison)	14,611	119	0
*Dallas (Perry)	20,419	166	0
Davis	5,426	44	0
Decatur	8,018	65	0
Delaware	12,105	99	0
*Des Moines (Burlington)	39,638	323	100
Dickinson	11,184	91	0
*Dubuque (Dubuque)	66,913	556	200
*Emmet (Estherville)	13,845	113	0
*Fayette (Oelwein)	23,306	189	0
*Floyd (Charles City)	16,785	136	0
*Franklin (Hampton)	13,201	107	0
Fremont	7,009	57	0
*Greene (Jefferson)	12,436	101	0
Grundy	10,697	87	0
Guthrie	10,141	83	0
*Hamilton (Webster City)	16,801	137	0
Hancock	11,513	94	0
*Hardin (Iowa Falls)	23,062	187	0
*Harrison (Missouri Valley)	13,967	114	0
Henry	10,819	88	0
Howard	9,235	75	0
Humboldt	10,279	84	0
Ida	8,783	71	0
*Iowa (Marengo)	14,036	114	0
*Jackson (Maquoketa)	15,462	126	0
*Jasper (Newton)	22,314	181	0
Jefferson	11,984	98	0
*Johnson (Iowa City)	36,264	295	100
*Jones (Anamosa)	14,176	115	0
*Keokuk (Sigourney)	13,253	108	0
*Kossuth (Algona)	21,305	174	0
Lee (Keokuk)	33,167	268	300
*Linn (Cedar Rapids)	113,471	964	700
Louisa	8,383	68	0
Lucas	9,931	81	0
Lyon	9,114	74	0
Madison	9,758	80	0
*Mahaska (Oskaloosa)	21,393	175	0
*Marion (Knoxville)	19,480	159	0
*Marshall (Marshalltown)	35,742	290	100
Mills	8,870	72	0
Mitchell	10,697	87	0
Monona	11,862	97	0
Monroe	7,739	63	0
*Montgomery (Red Oak)	14,244	116	0
*Muscatine (Muscatine)	29,533	241	100
*O'Brien (Sheldon)	18,436	150	0
Osceola	8,435	68	0
Page(Shenandoah)	29,812	243	400
*Palo Alto (Emmetsburg)	12,871	104	0
*Plymouth (Le Mars)	16,731	136	0
Pocahontas	11,862	97	0
*Polk(Des Moines)	258,018	2,420	2,000
*Pottawattamie (Council Bluffs)	53,109	496	100
*Poweshiek (Grinnell)	15,497	126	0
Ringgold	5,130	42	0
*Sac(Sac City)	14,297	116	0
Scott(Davenport)	108,132	914	1,200
*Shelby (Harlan)	12,383	101	0
*Sioux (Hawarden)	17,288	141	0
*Story(Ames)	37,378	303	0
*Tama(Tama)	16,105	131	0
Taylor	6,939	56	0
Union (Creston)	13,793	112	100
Van Buren	5,687	46	0
*Wapelle (Ottumwa)	39,795	325	100
Warren	10,279	84	0
*Washington (Washington)	17,984	147	0
Wayne	6,836	56	0
*Webster (Fort Dodge)	49,132	402	100
*Winnebago (Forest)	12,957	105	0
Winneshiek (Decorah)	15,548	127	100
Woodbury (Sioux City)	119,555	752	700
Worth	7,043	57	0
*Wright(Eagle Grove)	16,019	131	0

[1] Retail Sales figures copyrighted 1948 by SALES MANAGEMENT, INC.; further reproduction not licensed.

KANSAS

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Allen	14,463	82	0
Anderson	7,314	41	0
Atchison (Atchison)	17,623	99	100
Barber	8,796	50	0
Barton (Great Bend)	28,854	176	300
Bourbon (Fort Scott)	16,954	96	0
Brown	13,078	74	0
*Butler (El Dorado)	31,570	214	0
Chase	3,583	20	0
Chautauqua	6,286	35	0
Cherokee	15,978	90	0
Cheyenne	4,674	26	0
Clark	3,892	22	0
Clay	12,280	70	0
Cloud	15,343	86	0
Coffey	8,599	49	0
Comanche	3,621	16	0
*Cowley (Arkansas City)	37,341	216	100
*Crawford (Pittsburg)	41,923	601	400
Decatur	4,121	23	0
*Dickinson (Solomon)	19,300	109	0
Doniphan	5,276	30	0
*Douglas (Lawrence)	33,777	273	100
Edwards	4,577	26	0
Elk	4,415	26	0
Ellis	14,659	83	100
Ellsworth	6,613	37	0
Finney(Garden City)	14,121	80	100
Ford (Dodge City)	21,141	120	100
Franklin (Ottawa)	17,493	99	0
Geary	12,314	70	0
Gove	2,411	14	0
Graham	2,508	14	0
Grant	1,352	8	0
Gray	2,607	14	0
Greeley	766	4	0
Greenwood	12,785	72	0
Hamilton	1,976	7	0
Harper	10,408	59	0
*Harvey (Newton)	20,718	117	0
Haskell	1,222	7	0
Hodgeman	1,320	8	0
Jackson	7,084	40	0
Jefferson	4,968	28	0
Jewell	5,538	31	0
*Johnson (Shawnee)	19,561	110	0
Kearny	1,287	7	0
Kingman	8,534	48	0
Kiowa	3,192	18	0
*Labette (Parsons)	24,496	139	0
Lane	2,069	12	0
Leavenworth (Leavenworth)	24,271	123	100
Lincoln	4,121	23	0
Linn	6,385	36	0
Logan	2,573	15	0
Lyon (Emporia)	25,751	146	100
McPherson (McPherson)	21,206	120	100
Marion	13,112	74	0
Marshall	14,561	83	0
Meade	4,707	27	0
Miami	12,249	70	0
Mitchell	10,147	57	0
Montgomery (Coffeeville)	47,864	277	200
Morris	6,483	37	0
Morton	1,709	10	0
Nemaha	9,251	52	0
*Neosho (Chanute)	17,655	100	0
Ness	3,681	21	0
Norton	6,124	35	0
Osage	8,371	47	0
Osborne	6,449	36	0
Ottawa	5,196	31	0
Pawnee	8,893	50	0
Phillips	6,792	38	0
Pottawattomie	9,577	54	0
Pratt	13,567	77	0
Rawlins	3,583	20	0
Reno (Hutchinson)	62,291	365	300
Republic	8,094	46	0
Rice	16,174	92	0
*Riley (Manhattan)	26,272	148	0
Rooks	5,375	30	0
Rush	4,969	47	0
Russell	11,760	67	0
Saline(Salina)	39,038	204	300
Scott	3,387	19	0
*Sedgwick (Wichita)	275,964	1,907	1,100
Seward (Liberal)	9,951	56	100
Shawnee (Topeka)	130,693	890	1,100
Sheridan	2,248	13	0
Sherman (Goodland)	6,449	36	100
Smith	5,505	31	0
Stafford	8,306	47	0
Stanton	1,189	7	0
Stevens	2,004	11	0
*Summer (Wellington)	19,333	110	0
Thomas (Colby)	6,825	39	300
Trego	3,453	19	0
Wabaunsee	4,642	26	0
Wallace	1,254	7	0
Washington	7,963	45	0
Wichita	1,939	11	0
Wilson	10,895	62	0
Woodson	4,283	24	0
*Wyandotte (Kansas City)	137,991	1,350	100

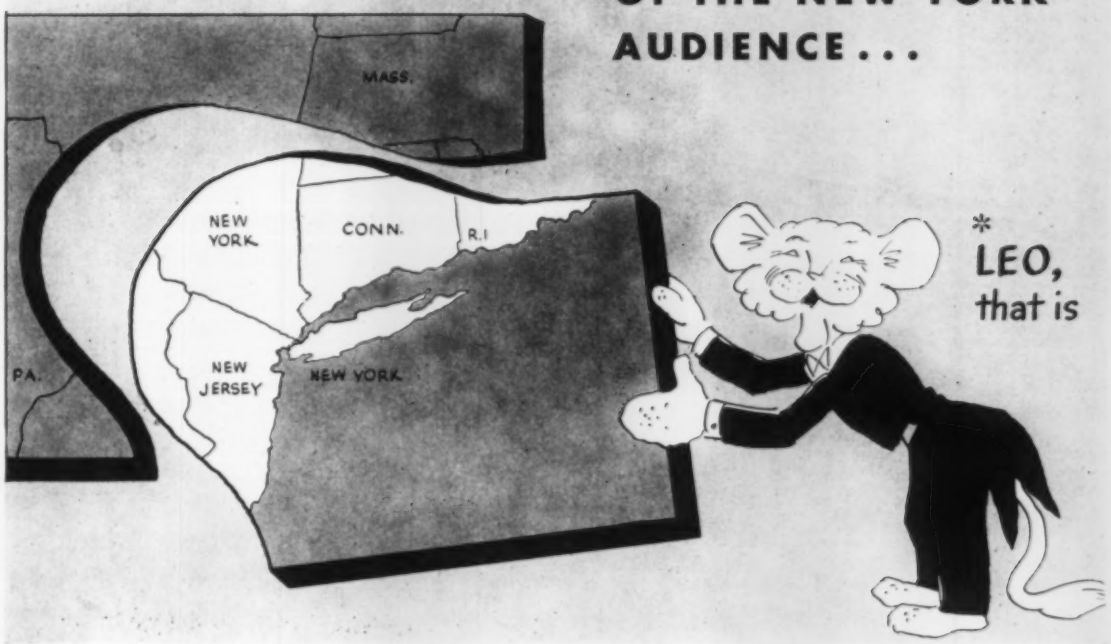
KENTUCKY

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Adair	3,895	21	0
Allen	5,298	29	0
Anderson	4,092	22	0
Ballard	2,763	15	0
Barren (Glasgow)	13,064	71	100
Bath	2,717	15	0
Bell(Middleboro)	19,322	105	100
Boone	3,457	19	0
Bourbon	9,993	54	0
*Boyd (Ashland)	39,008	270	100
Boyle (Danville)	12,473	68	100
Bracken	3,864	21	0
Breathitt (Vancleve)	2,717	15	100
Breckenridge	4,392	24	0
Bullitt	2,539	14	0
Butler	2,098	11	0
Caldwell	6,521	35	0
Calloway (Murray)	8,439	45	100
*Campbell (Newport)	59,064	352	100
Carlisle	2,250	12	0
Carroll	6,038	33	0
Carter	6,219	34	0
Casey	2,672	14	0
Christian (Hopkinsville)	16,787	91	100
Clark (Winchester)	12,484	68	100
Clay	3,170	17	0
Clinton	2,022	11	0
Crittenden	4,211	23	0
Cumberland	2,476	13	0
Daviess (Owensboro)	41,534	248	200
Edmonson	1,947	11	0
Elliott	1,222	7	0
Estill	5,344	29	0
*Fayette (Lexington)	114,021	843	500
Fleming	5,012	27	0
Floyd	15,171	82	0
Franklin (Frankfort)	18,582	101	100
Fulton	11,367	62	0
Gallatin	1,797	10	0
Garrard	4,634	25	0
Grant	5,087	27	0
Graves (Mayfield)	16,665	90	200
Grayson	4,815	26	0
Green	2,672	15	0
Greenup	5,797	31	0
Hancock	2,170	12	0
Hardin	16,137	87	0
*Harlan (Harlan)	37,428	251	100
Harrison	10,990	60	0
Hart	4,815	26	0
Henderson (Henderson)	14,775	80	100
Henry	5,208	28	0
Hickman	2,944	16	0
Hopkins(Madisonville)	19,745	107	100
Jackson	2,280	12	0
Jefferson (Louisville)	437,923	3,180	3,400
Jassamine	6,552	35	0
Johnson	9,872	54	0
*Kenton (Covington)	82,278	576	100
Knott	1,981	11	0
Knox	6,355	34	0
Larue	3,360	18	0
Laurel	5,893	32	0
Lawrence	3,170	17	0
Lee	2,250	12	0
Leslie	1,630	9	0
Letcher	11,639	63	0
Lewis	2,567	14	0
Lincoln	5,842	32	0
Livingston	1,827	10	0
Logan	9,359	51	0
Lyon	2,385	12	0
McCracken (Paducah)	45,798	236	200
McCreary	4,861	26	0
McLean	3,170	17	0
Madison	16,167	88	0
Magoffin	1,857	10	0
Marion	6,642	35	0
Marshall	4,771	26	0
Martin	1,207	7	0

(Continued on page 20)

For the Lion's* share

OF THE NEW YORK AUDIENCE . . .



it's WMGM

"The biggest thing that's happened in New York radio in years!" That's the way advertising people everywhere characterized the bang-up opening of Metro-Goldwyn-Mayer's radio station in its million-dollar Fifth Avenue studios. Here are combined *brilliant showmanship* of the kind which has made MGM the greatest name in entertainment . . . *beautifully modern and technically perfect studios*, where full-hour audience shows may be produced with as much facility as a hundred-word spot . . . and *maximum power* from one of the nation's strongest broadcasting plants . . . all rolled up into a forceful advertising medium for selling the nation's greatest market. Your broadcast advertising schedule isn't complete if it doesn't include the "Call Letters of the Stars."

50,000 WATTS
1050 KILOCYCLES
CLEAR CHANNEL

WMGM
711 FIFTH AVENUE MURRAY HILL 8-1000

WMGM—FM 18,000 Watts
100.3 MC. Channel 262

Andrew

(Continued from page 18)

KENTUCKY Continued

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Mason (Maysville)	13,601	74	100
Meade	2,627	14	0
Menifee	981	5	0
Mercer	7,352	40	0
Metcalfe	1,464	8	0
Monroe	2,877	16	0
Montgomery	7,810	42	0
Morgan	2,385	13	0
Muhlenberg	14,597	79	0
Nelson	7,306	46	0
Nicholas	3,321	18	0
Ohio	5,893	32	0
Oldham	3,125	17	0
Owen	3,925	21	0
Owsley	1,071	6	0
Pendleton	4,105	22	0
Perry (Hazard)	23,035	124	100
*Pike (Pikeville)	23,214	139	0
Powell	846	5	0
Pulaski (Somerset)	12,529	68	100
Robertson	1,207	7	0
Rockcastle	3,167	17	0
Rowan	4,547	25	0
Russell	2,455	13	0
Scott	8,203	44	0
Shelby	10,476	57	0
Simpson	6,355	34	0
Spencer	1,938	11	0
Taylor(Campbellsville)	5,591	30	100
Todd	4,480	24	0
Trigg	3,049	16	0
Trimble	890	5	0
Union	7,849	43	0
Warren(Bowling Green)	22,447	122	200
Washington	5,178	28	0
Wayne	3,903	21	0
Webster	8,136	44	0
Whitley (Corbin)	14,507	79	100
Wolfe	1,117	6	0
Woodford (Verseilles)	6,023	33	100

LOUISIANA

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Acadia (Crowley)	20,240	113	100
Allen	5,347	30	0
Ascension	8,055	45	0
Assumption	6,620	37	0
Avoyelles	11,874	66	0
Beauregard	5,740	32	0
Bienville	7,270	41	0
Bossier	12,036	67	0
Caddo (Shreveport)	157,512	863	1,600
Calcasieu (Lake Charles)	55,645	348	500
Caldwell	3,710	21	0
Cameron	1,380	8	0
Catahoula	3,141	17	0
Claiborne	9,992	56	0
Concordia	4,995	28	0
De Soto	9,896	55	0
*East Baton Rouge(Baton Rouge)	113,982	722	600
East Carroll	5,822	33	0
East Feliciana	2,966	17	0
Evangeline	7,230	40	0
Franklin	8,705	49	0
Grant	4,509	24	0
Iberia (New Iberia)	20,213	113	100
Iberville	10,153	57	0
Jackson	8,232	46	0
*Jefferson (Gretna)	29,618	211	0
Jefferson Davis	12,699	71	0
Lafayette (Lafayette)	23,896	134	100
*Lafourche (Thibobaux)	20,484	114	0
La Salle	5,659	32	0
Lincoln (Ruston)	9,992	56	100
Livingston	4,360	24	0
Madison	7,446	42	0
Morehouse (Bastrop)	10,303	57	100
Natchitoches (Natchitoches	12,252	68	100
Orleans(New Orleans)	519,410	2,900	4,600
Ouachita (Monroe)	54,953	306	400
Plaquemines	2,599	15	0
Pointe Coupee	7,446	41	0
Rapides (Alexandria)	51,008	322	500
Red River	3,764	21	0
Richland	8,326	46	0
Sabine	7,094	39	0
St. Bernard	1,923	11	0
St. Charles	4,278	24	0
St. Helena	907	5	0
St. James	4,617	26	0
St. John the Baptist	4,725	26	0
St. Landry (Opelousas)	28,421	165	200
St. Martin	7,349	41	0
St. Mary	13,795	77	0
St. Tammany	10,153	56	0
Tangipahoa (Hammond)	21,404	119	200
Tensas	3,994	22	0
Terrebonne (Houma)	21,946	122	100
Union	5,347	30	0
Vermilion (Abbeville)	13,349	74	100
Vernon	6,227	35	0
Washington (Bogalusa)	16,828	94	100
Webster	15,366	86	0
West Baton Rouge	3,982	14	0
West Carroll	6,825	29	0
West Feliciana	1,896	11	0
Winn	5,822	34	0

MAINE

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
*Androscoggin (Lewiston)	74,358	524	400
*Aroostook (PresqueIsle)	56,934	363	100
*Cumberland (Portland)	181,055	1,407	800
Franklin	12,767	77	0
*Hancock(Bar Harbor)	24,347	147	0
*Kennebec (Waterville)	66,828	441	300
*Knox (Rockland)	22,243	134	0
Lincoln	12,814	78	0
*Oxford(Rumford Falls)	28,252	187	0
Penobscot (Bangor)	86,190	618	800
Piscataquis	10,107	61	0
Sagadahoc (Bath)	14,122	85	0
*Somerset (Fairfield)	22,730	146	0
Waldo	11,505	70	0
*Washington (Callais)	21,235	129	0
*York(Biddeford)	71,562	560	0

MARYLAND

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
*Alleghany (Cumberland)	77,160	382	200
Anne Arundel (Annapolis)	43,665	287	300
*Baltimore (Baltimore)	1,170,372	5,800	4,700
Calvert	4,984	27	0
Carolina (Preston)	10,247	56	0
*Carroll (Westminster)	23,324	126	0
Cecil	15,467	84	0
Charles	8,116	44	0
Dorchester (Cambridge)	17,082	93	100
*Frederick (Frederick)	45,419	238	100
Garrett	10,387	57	0
Harford (Havre de Grace)	23,013	135	100
Howard	11,410	62	0
Kent	10,677	58	0
*Montgomery (Bethesda)	77,510	613	400
*Prince Georges (Hyattsville)	58,396	384	100
Queen Annes	7,383	40	0
St. Marys	5,973	32	0
Somerset	7,771	58	0
Talbot (Easton)	17,158	93	100
*Washington (Hagerstown)	56,818	302	200
Wicomico (Salisbury)	31,979	174	100
*Worcester (Pocomoke City)	19,320	105	0

MASSACHUSETTS

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Barnstable (Barnstable)	52,739	248	200
*Berkshire (Pittsfield)	127,610	600	400
*Bristol (Fall River)	274,582	1,410	700
Dukes	7,899	37	0
*Essex (Lynn)	348,013	1,900	700
*Franklin (Greenfield)	48,703	230	100
*Hampden (Springfield)	320,281	1,610	600
*Hampshire (Northampton)	62,710	296	100
*Middlesex (Cambridge)	687,431	3,520	1,200
Nantucket	3,385	7	0
*Norfolk (Quincy)	295,283	1,520	400
*Plymouth (Brockton)	144,111	682	300
*Suffolk (Boston)	1,110,885	5,950	4,000
*Worcester (Worcester)	422,224	1,990	1,000

MICHIGAN

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Alcona	2,242	10	0
Alger	6,166	31	0
*Allegan (Allegan)	24,663	126	0
Alpena (Alpena)	17,937	136	100
Antrim	5,605	49	0
Arenac	6,726	60	0
Baraga	4,484	19	0
*Barry (Hastings)	14,013	112	0
*Bay (Bay City)	81,277	644	100
Benzie	5,045	27	0
*Berrien (Benton Harbor)	98,093	868	100
*Branch (Coldwater)	18,498	110	0
*Calhoun (Battle Creek)	107,062	752	200
*Cass (Dowagiac)	15,134	126	0
Charlevoix	8,969	57	0
Cheboygan	9,529	66	0
Chippewa (Sault Ste. Marie)	21,861	129	100
Clare	7,847	68	0
Clinton	13,453	68	0
Crawford	2,654	8	0
Delta (Escanaba)	25,224	148	100
Dickinson (Iron Mountain)	18,498	108	200
*Eaton (Charlotte)	22,421	160	0
Emmet (Petoskey)	16,255	85	100
*Genesee (Flint)	234,303	1,320	600
Gladwin	5,045	36	0
Gogebic (Ironwood)	20,740	92	100
Grand Traverse (Traverse City)	25,785	186	100
*Gratiot (Alma)	26,345	208	0
*Hillsdale (Hillsdale)	19,058	162	0
Houghton (Houghton)	29,148	140	100
*Huron (Bad Axe)	21,300	145	0
*Ingham (Lansing)	173,205	1,240	1,000
*Ionia (Ionia)	24,103	186	0
Iosco	7,847	90	0
Iron	12,332	68	0
*Isabella (Mount Pleasant)	17,377	112	0
*Jackson (Jackson)	110,986	855	100
Kalamazoo (Kalamazoo)	118,273	712	1,200
Kalkaska	1,682	8	0
*Kent (Grand Rapids)	288,675	1,940	1,600
Keweenaw	1,121	4	0
Lake	2,242	19	0
*Lapeer (Lapeer)	18,498	105	0
Leelanau	2,803	12	0
*Lenawee (Adrian)	48,206	402	100
Livingston	15,695	97	0
Luce	4,484	22	0
Mackinac	5,605	33	0
*Macomb (Mount Clemens)	105,380	1,330	100
Manistee	12,892	74	0
Marquette (Marquette)	33,632	176	300
Mason	14,574	96	100
Mecosta	10,650	67	0
Menominee	11,211	75	0
*Midland (Midland)	22,982	207	100
Missaukee	2,803	9	0
*Monroe (Monroe)	45,403	380	0
*Montcalm (Greenville)	19,619	138	0
Montmorency	2,803	32	0
*Muskegon (Muskegon)	112,667	1,380	200
*Newaygo (Fremont)	11,771	117	0
*Oakland (Pontiac)	268,496	1,825	200
Oceana	8,968	70	0
Ogemaw	7,287	63	0
Ontonagon	6,166	41	0
Osceola	8,408	65	0
Oscoda	1,682	14	0
Otsego	4,484	27	0
*Ottawa (Holland)	49,327	324	100
Presque Isle	6,726	50	0
Roscommon	3,793	25	0
*Saginaw (Saginaw)	132,286	860	200
*St. Clair (Port Huron)	75,672	582	200
*St. Joseph (Three Rivers)	28,587	203	0
*Sanilac (Marlette)	19,058	137	0
Schoolcraft	6,166	28	0
Shiawassee (Owosso)	28,587	132	100
*Tuscola (Caro)	22,421	123	0
*Van Buren (Paw Paw)	25,784	144	0
*Washtenaw (Ann Arbor)	103,138	582	200
*Wayne (Detroit)	2,587,141	18,250	4,800
Wexford (Cadillac)	16,256	126	100

MINNESOTA

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Aitkin	8,568	52	0
Anoka	11,275	68	0
Becker	14,212	86	0
Beltrami (Bemidji)	19,908	121	100
Benton	9,945	60	0
Big Stone	9,798	59	0
*Blue Earth (Mankato)	42,786	260	100
*Brown (New Ulm)	23,534	142	0
*Carlton (Cloquet)	16,839	102	0
Carver	12,161	74	0
Cass	9,141	56	0
Chippewa (Montevideo)	16,247	98	0
Chisago	7,927	48	0
Clay (Moorhead)	20,876	127	100
Clearwater	5,186	31	0
Cook	2,232	13	0
Cottonwood	12,522	79	0
Crow Wing (Brainerd)	26,225	159	100
*Dakota(So. St. Paul)	28,950	176	0
Dodge	7,287	44	0
Douglas	16,050	98	0
*Faribault (Blue Earth)	20,777	126	0
Fillmore	16,247	98	0
Freeborn (Albert Lea)	28,524	173	100
*Goodhue (Red Wing)	27,851	169	0
Grant	7,401	45	0
Hennepin (Minneapolis)	790,445	5,200	5,900
Houston	8,730	53	0
Hubbard	6,302	38	0
Isanti	7,106	43	0
Itasca (Grand Rapids)	22,419	136	100
Jackson	10,963	66	0
Kanabec	5,318	32	0
Kandiyohi (Willmar)	21,893	133	100
Kittson	7,960	48	0
Koochiching	13,720	83	0
Lac qui Parle	9,552	58	0
Lake	5,875	35	0
Lake of the Woods	2,358	6	0
Le Sueur	12,441	76	0
Lincoln	5,875	35	0
Lyon (Marshall)	22,057	134	100
*McLeod (Hutchinson)	17,971	109	0
Mahnomen	3,495	21	0
Marshall	9,092	55	0
*Martin (Fairmont)	22,976	139	0
Meeker	13,178	80	0
Mille Lacs	11,274	69	0
Morrison	15,000	91	0
Mower (Austin)	34,629	190	100
Murray	8,780	53	0
Nicollet	9,272	57	0
Nobles (Worthington)	20,695	126	100

(Continued on page 22)

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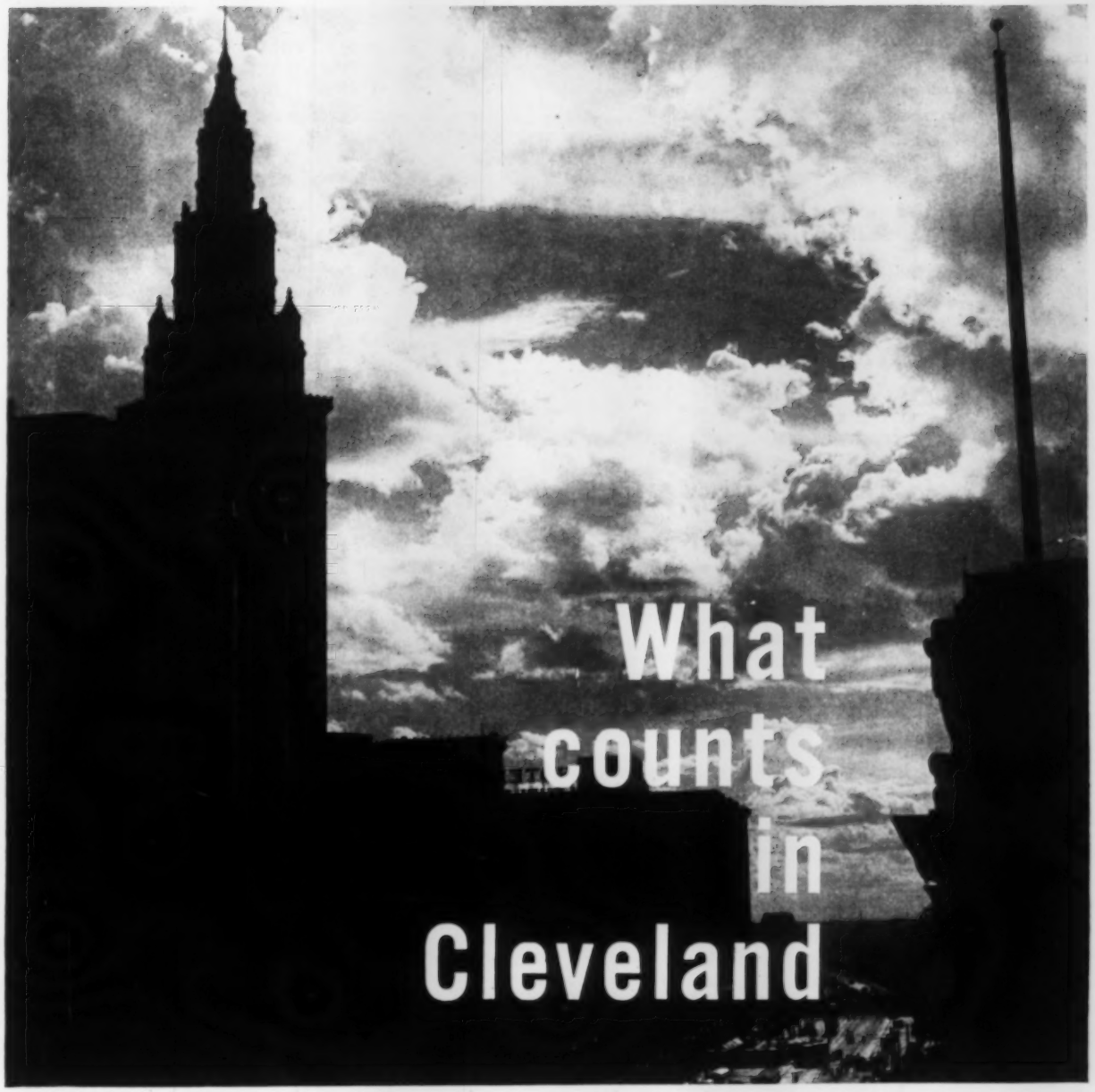

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FIRST IN CLEVELAND
WTAM
50,000 WATTS
Represented by NBC SPOT SALES

NATIONAL BROADCASTING COMPANY

Andrew

(Continued from page 20)

MINNESOTA Continued

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Norman	8,764	53	0
Olmsted (Rochester)	47,892	290	200
Otter Tail (Fergus Falls)	30,443	185	100
Pennington (Thief River Falls)	12,441	76	100
Pine	11,045	67	0
Pipestone	14,360	87	0
Polk (Crookston)	27,309	166	100
Pope	7,565	46	0
*Ramsey (St. Paul)	476,193	3,080	200
Red Lake	4,151	25	0
*Redwood (Redwood Falls)	17,495	106	0
*Renville (Olivia)	17,741	108	0
Rice (Faribault)	24,470	148	100
Rock	8,583	52	0
Roseau	7,993	48	0
St. Louis (Duluth)	212,738	1,270	1,500
Scott	10,700	65	0
Sherburne	5,547	34	0
Sibley	9,798	59	0
*Stearns (St. Cloud)	48,798	298	100
*Steele (Owatonna)	18,480	112	0
Stevens	9,158	55	0
Swift	11,735	72	0
Todd	13,589	82	0
Traverse	5,941	36	0
Wabasha	12,128	73	0
Wadena (Wadena)	10,241	62	100
Waseca	11,324	69	0
*Washington (Stillwater)	19,645	119	0
Watonwan	11,964	72	0
Wilkin (Breckenridge)	6,697	41	100
*Winona (Winona)	35,680	216	100
*Wright (Buffalo)	17,183	104	0
Yellow Medicine	11,833	72	0

MISSISSIPPI

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Adams (Natchez)	19,964	178	100
Alcorn (Cornith)	15,715	139	100
Amite	3,915	35	0
Attala (Kosciusko)	11,669	104	100
Benton	1,174	10	0
*Bolivar (Cleveland)	28,942	276	0
Calhoun	4,978	44	0
Carroll	3,467	31	0
Chickasaw	5,814	52	0
Choctaw	2,927	26	0
Claiborne	4,939	44	0
Clarke	5,741	51	0
Clay (West Point)	7,829	70	100
*Coahoma (Clarksdale)	26,414	233	100
*Copiah (Hazlehurst)	13,571	120	0
Covington	4,996	45	0
De Soto	6,748	60	0
*Forrest (Hattiesburg)	33,076	321	100
Franklin	3,095	27	0
George	3,579	32	0
Greene	2,592	23	0
Grenada (Grenada)	9,023	80	100
Hancock	4,548	40	0
*Harrison (Gulfport)	49,413	461	300
Hinds (Jackson)	116,069	1,084	1,100
*Holmes (Lexington)	14,595	129	0
Humphreys	8,705	77	0
Issaquena	1,026	9	0
Itawamba	2,592	23	0
Jackson	10,756	95	0
Jasper	4,939	44	0
Jefferson	3,952	35	0
Jefferson Davis	4,399	39	0
*Jones (Laurel)	30,958	333	200
Kemper	4,026	36	0
Lafayette	8,375	74	0
Lamar	2,592	23	0
Lauderdale (Meridian)	46,992	492	500
Lawrence	4,026	35	0
Leake	7,829	69	0
Lee (Tupelo)	21,437	190	100
*Leflore (Greenwood)	33,480	318	100
Lincoln (Brookhaven)	13,179	117	100
Lowndes (Columbus)	20,338	180	100
*Madison (Canton)	11,707	102	0
Marion (Columbia)	11,428	102	100
Marshall	6,618	59	0
*Monroe (Aberdeen)	16,106	144	0
Montgomery	5,983	53	0
Neshoba (Philadelphia)	9,060	80	100
Newton	8,071	71	0
Noxubee (Macon)	7,642	67	100
Okitbbeha (Starkville)	8,855	34	100
*Panola (Sardis)	14,205	126	0
Pearl River	10,326	92	0
Perry	2,255	20	0
Pike (McComb)	21,213	188	200
Pontotoc	5,611	50	0
Prentiss	6,711	59	0
Quitman	7,942	70	0
Rankin	5,741	51	0
Scott	10,476	93	0
Sharkey	6,766	60	0
Simpson	6,133	54	0
Smith	3,375	30	0
Stone	2,964	26	0
*Sunflower (Indianola)	19,666	175	0
Tallahatchie	8,855	78	0
Tate	5,779	51	0
Tippah	5,182	46	0
Tishomingo	3,243	29	0
Tunica	8,501	75	0
Union	7,122	44	0
Walthal	6,618	59	0
Warren (Vicksburg)	29,266	259	200
*Washington (Greenville)	43,261	406	100
Wayne	4,698	42	0
Webster	5,722	50	0
Wilkinson	6,861	61	0
Winston	7,307	65	0
Yalobusha	6,748	60	0
Yazoo (Yazoo City)	16,013	143	100

MISSOURI

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Adair (Kirksville)	15,340	94	100
Andrew	4,502	27	0
Atchison	7,652	47	0
Audrean (Mexico)	15,618	96	100
Barry	9,430	58	0
Barton	5,984	37	0
Bates	9,078	55	0
Benton	4,354	27	0
Bollinger	2,427	15	0
*Boone (Columbia)	33,930	210	100
Buchanan (St. Joseph)	94,938	121	400
Butler (Poplar Bluff)	16,692	102	100
Caldwell	6,244	38	0
Callaway	10,356	63	0
Camden	2,298	14	0
Cape Girardeau (Cape Girardeau)	31,972	196	100
Carroll	9,040	67	0
Carter	1,686	10	0
Cass	10,727	65	0
Cedar	3,927	24	0
Charlton	7,577	46	0
Christian	3,723	23	0
Clark	4,483	27	0
*Clay (No. Kansas City)	29,272	179	0
Clinton	8,949	55	0
Cole (Jefferson City)	30,532	186	100
Cooper	10,727	65	0
Crawford	5,224	32	0
Dade	3,409	21	0
Dallas	2,779	17	0
Daviess	4,816	29	0
De Kalb	3,723	23	0
Dent	5,707	35	0
Douglas	3,575	23	0
Dunklin (Kennet)	23,490	154	100
*Franklin (Washington)	21,120	130	0
Gasconade	6,448	39	0
Gentry	6,151	37	0
*Greene (Springfield)	98,200	936	700
Grundy	9,300	57	0
Harrison	8,689	53	0
Henry	12,857	79	0
Hickory	1,278	8	0
Holt	5,651	35	0
Howard	6,021	37	0
Howell (West Plains)	10,727	65	100
Iron	3,409	21	0
*Jackson (Kansas City)	734,381	10,300	3,100
Jasper (Joplin)	77,647	534	900
*Jefferson (De Soto)	17,730	108	0
Johnson	11,505	70	0
Knox	3,317	20	0
Laclede (Lebanon)	8,615	53	100
*Lafayette (Lexington)	16,285	100	0
Lawrence	10,356	63	0
Lewis	5,207	32	0
Lincoln	7,448	45	0
Linn	13,454	82	0
Livingston	12,191	75	0
McDonald	5,892	36	0
Macon	13,541	99	0
Madison	4,464	27	0
Marles	1,093	7	0
Marion (Hannibal)	25,807	158	300
Mercer	3,483	21	0
Miller	6,448	39	0
Mississippi	10,449	64	0
Moniteau	6,059	37	0
Monroe	6,929	43	0
Montgomery	5,540	34	0
Morgan	5,206	32	0
New Madrid	14,673	89	0
Newton	12,246	75	0
Nodaway	15,915	97	0
Oregon	3,946	24	0
Osage	3,002	18	0
Ozark	1,501	9	0
*Pemiscot (Caruthersville)	20,972	128	0
Perry	7,410	33	0
Pettis (Sedalia)	23,973	146	100
Phelps (Rolla)	10,653	65	100
Pike	10,375	63	0
Platte	6,521	40	0
Polk	7,262	44	0
Pulaski	4,706	29	0
Putnam	3,520	21	0
Ralls	2,649	16	0
*Randolph (Moberly)	16,711	102	0
Ray	7,745	47	0
Reynolds	1,722	11	0
Ripley	3,668	22	0
*St. Charles (St. Charles)	17,044	164	0
St. Clair	3,687	23	0
St. Francis (Flat River)	23,215	142	200
*St. Louis (St. Louis)	1,267,795	16,850	3,400
Ste. Genevieve (Ste. Genevieve)	4,928	30	100
*Saline (Marshall)	16,415	100	0
Schuyler	3,186	19	0
Scotland	4,095	25	0
Scott (Sikeston)	11,142	31	100
Shannon	2,594	17	0
Shelby	6,244	38	0
Stoddard	10,098	61	0
Stone	2,890	18	0
Sullivan	4,020	25	0
Taney	3,317	20	0
Texas	7,466	46	0
Vernon	12,988	79	0
Warren	3,335	20	0
Washington	4,687	29	0
Wayne	3,976	24	0
Webster	7,318	45	0
Worth	2,927	18	0
Wright	7,559	46	0

MONTANA

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Beaverhead	8,584	53	0
Big Horn	6,819	42	0
Blaine	8,536	52	0
Broadwater	2,762	17	0
Carbon	6,274	39	0
Carter	952	6	0
Cascade (Great Falls)	59,611	472	1,000
Chouteau	4,463	28	0
Custer (Miles City)	10,815	67	100
Daniels	3,168	19	0
Dawson	7,084	50	0
Deer Lodge (Anaconda)	14,004	104	100
Fallon	2,481	15	0
Fergus (Lewiston)	12,564	81	100
Flathead (Kalispell)	24,464	168	100
Gallatin (Bozeman)	23,136	158	100
Garfield	843	5	0
Glacier	9,270	57	0
Golden Valley	484	7	0
Granite	3,059	19	0
Hill (Havre)	15,221	110	200
Jefferson	2,903	18	0
Judith Basin	2,185	14	0
Lake	7,833	48	0
*Lewis and Clark (Helena)	32,435	208	100
Liberty	1,498	9	0
Lincoln	4,603	28	0
McCone	2,341	14	0
Madison	3,386	21	0
Meagher	2,028	13	0
Mineral	1,108	7	0
Missoula (Missoula)	38,855	271	500
Musselshell	4,495	28	0
Park (Livingston)	10,849	61	100
Petroleum	530	3	0
Phillips	5,774	35	0
Pondera	5,993	37	0
Powder River	1,014	6	0
Powell	5,010	31	0
Prairie	1,483	9	0
Ravelli	8,317	51	0
Richland (Sidney)	7,584	47	100
Roosevelt	7,881	49	0
Rosebud	4,542	28	0
Sanders	3,449	21	0
Sheridan	3,839	16	0
Silver Bow (Butte)	65,699	400	600
Stillwater	3,652	22	0
Sweet Grass	2,652	15	0
Teton	5,025	31	0
Toole (Shelby)	7,054	63	100
Treasure	889	5	0
Valley	13,726	72	0
Wheatland	3,230	20	0
Wibaux	858	5	0
Yellowstone (Billings)	50,449	291	400

NEBRASKA

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Adams (Hastings)	23,471	165	100
Antelope	7,476	53	0
Arthur	229	2	0
Banner	146	1	0
Blaine	621	4	0
Boone	6,953	49	0
Box Butte	12,649	89	0
Boyd	3,786	27	0
Brown	4,553	32	0
Buffalo (Kearney)	22,715	185	100
Burt	8,634	51	0
Butler	5,746	40	0
Cass	8,275	58	0
Cedar	8,585	60	0
Chase	5,093	36	0
Cherry	7,165	51	0
Cheyenne	9,891	70	0
Clay	4,635	35	0
Colfax	7,899	56	0
Cuming	9,776	69	0
*Custer (Broken Bow)	14,869	105	0
Dakota	4,749	33	0
Dawes	10,185	72	0
*Dawson (Lexington)	19,203	140	0
Deuel	2,911	15	0
Dixon	5,370	38	0
*Dodge (Fremont)	27,516	228	100
Douglas (Omaha)	327,530	2,620	3,200
Dundy	3,215	23	0
Fillmore	5,875	41	0
Franklin	4,080	29	0
Frontier	3,117	22	0
Furnas	6,872	35	0
*Gage (Beatrice)	22,598	268	0
Garden	2,318	16	0
Garfield	2,170	15	0
Gosper	1,420	10	0
Grant	1,616	11	0
Greeley	3,247	23	0
*Hall (Grand Island)	33,956	288	100
Hamilton	4,880	34	0
Harlan	3,411	24	0
Hayes	523	4	0
Hitchcock	3,754	26	0
Holt	9,891	70	0
Hooker	2,335	16	0
Howard	3,786	27	0
Jefferson	11,850	84	0
Johnson	4,440	31	0
Kearney	3,330	23	0
Keith	9,842	69	0
Keya Paha	751	5	0
Kimball	3,657	26	0
Knox	8,210	58	0

(Continued on page 24)

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TV AM FM FAX

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We have:

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Andrew

(Continued from page 22)

NEBRASKA Continued

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
*Lancaster (Lincoln)	124,817	980	300
*Lincoln (North Platte)	29,038	240	100
Logan	914	6	0
Loup	457	3	0
McPherson	244	2	0
Madison (Norfolk)	24,003	187	100
Merrick	6,071	43	0
Morrill	6,284	44	0
Nance	3,755	26	0
Nemaha	8,095	57	0
Nukolls	6,056	42	0
Otoe	14,020	98	0
Pawnee	4,260	30	0
Perkins	4,603	32	0
Phelps	8,095	57	0
Pierce	5,973	42	0
Platte (Columbus)	15,636	110	100
Polk	3,950	28	0
Red Willow (McCook)	14,069	99	100
*Richardson (Falls City)	14,788	104	0
Rock	2,595	18	0
Saline	9,711	68	0
Sarpy	3,884	27	0
Saunders	11,506	81	0
*Scotts Bluff (Scottsbluff)	43,322	347	200
Seward	7,964	56	0
Sheridan	10,266	72	0
Sherman	3,215	22	0
Sioux	816	6	0
Stanton	2,595	18	0
Thayer	7,818	55	0
Thomas	947	7	0
Thurston	4,880	34	0
Valley	4,603	34	0
Washington	6,169	44	0
Wayne	6,496	45	0
Webster	5,027	35	0
Wheeler	473	3	0
York	11,702	83	0

NEVADA

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Churchill (Fallon)	6,293	25	0
Clark (Las Vegas)	31,085	216	400
Douglas	2,361	10	0
Elko(Elko)	12,520	47	100
Esmeralda	2,254	9	0
Eureka	822	3	0
Humbolt	6,276	23	0
Lander	1,919	8	0
Lincoln	3,148	13	0
Lyon	2,837	12	0
Mineral	1,956	8	0
Nye	5,043	21	0
Ormsby (Carson City)	3,814	16	100
Pershing	2,670	11	0
Storey	1,025	4	0
Washoe (Reno)	66,253	276	800
White Pine (Ely)	15,775	74	100

NEW HAMPSHIRE

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Belknap (Laconia)	20,646	126	100
Carroll	10,384	51	0
Cheshire (Keene)	26,140	171	300
Coos(Berlin)	27,433	174	100
*Grafton (Lebanon)	37,857	226	0
Hillsborough (Manchester)	124,719	804	900
*Merrimack (Concord)	44,442	300	100
*Rockingham (Portsmouth)	50,906	344	100
*Strafford (Dover)	40,442	288	100
Sullivan (Claremont)	21,049	150	100

NEW JERSEY

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
*Atlantic(Atlantic City)	144,420	488	300
*Bergen (Hackensack)	336,845	1,480	100
*Burlington (Burlington)	64,142	230	0
*Camden (Camden)	214,209	894	100
*Cape May (Wildwood)	43,883	177	0
Cumberland (Bridgeton)	72,561	293	200
*Essex (Newark)	961,167	4,380	1,500
*Gloucester (Woodbury)	45,295	183	0
*Hudson(Jersey City)	528,650	2,450	100
*Hunterdon (Lambertville)	29,431	119	0
*Mercer (Trenton)	209,772	906	300
*Middlesex (Asbury Park)	209,720	912	300
*Mammoth (Long Branch)	191,619	795	200
*Morris(Morristown)	113,761	537	100
*Ocean (Lakewood)	49,866	201	0
*Passaic (Paterson)	347,566	1,526	200
*Salem (Salem)	36,503	148	0
*Somerset (Somerville)	59,210	240	100
*Sussex	32,093	129	0
*Union (Elizabeth)	303,448	1,545	300
*Warren (Phillipsburg)	40,213	162	0

NEW MEXICO

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Bernalillo(Albuquerque)	75,996	492	2,200
Catron	1,013	7	0
Chaves (Roswell)	25,107	217	200
Colfax(Raton)	13,858	90	100
Curry(Clovis)	24,275	168	100
De Baca	2,106	14	0
Dona Ana (Las Cruces)	14,543	95	100
Eddy (Carlsbad)	22,748	147	200
Grant(Silver City)	13,746	89	100
Guadalupe	4,132	27	0
Harding	1,897	12	0
Hidalgo	4,742	31	0
Lea(Hobbs)	23,950	161	100
Lincoln	3,971	26	0
Luna	6,222	40	0
McKinley (Gallup)	18,993	132	100
Mora	1,672	11	0
Otero(Alamogordo)	6,463	42	100
Quay(Tucumcari)	9,822	64	100
Rio Arriba	4,887	32	0
Roosevelt	8,457	55	0
Sandoval	2,412	16	0
San Juan	5,804	31	0
San Miguel (Las Vegas)	12,122	79	100
Santa Fe (Santa Fe)	24,962	173	200
Sierra(Hot Springs)	3,199	21	100
Socorro	4,083	27	0
Taos	4,856	31	0
Torrance	3,504	23	0
Union	5,594	36	0
Valencia	6,639	43	0

NEW YORK

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
*Albany (Albany)	239,818	1,565	1,300
*Alleghany (Wellsville)	24,947	148	0
Broome(Binghamton)	133,465	792	1,500
*Cattaraugus (Olean)	59,586	355	100
*Cayuga (Auburn)	51,558	307	200
*Chautaugua (Jamestown)	91,530	544	300
*Chemung (Elmira)	71,294	423	200
*Chenango (Norwich)	30,964	184	0
*Clinton (Plattsburgh)	34,056	203	100
Columbia (Hudson)	30,732	182	100
Cortland (Cortland)	32,194	191	100
*Delaware (Walton)	34,073	202	0
*Duchess (Poughkeepsie)	109,631	652	100
*Erie(Buffalo)	684,853	4,300	2,900
*Essex(Ticonderoga)	25,646	157	0
Franklin (Malone)	33,890	201	200
*Fulton (Gloversville)	50,228	300	100
*Genesee (Batavia)	34,771	207	100
*Greene (Catskill)	20,776	123	0
Hamilton	3,058	18	0
*Herkimer (Herkimer)	41,934	248	0
*Jefferson (Watertown)	70,273	417	200
Lewis	12,117	72	0
*Livingston (Dansville)	24,150	144	0
*Madison (Oneida)	32,112	191	0
Monroe (Rochester)	409,241	2,570	2,700
*Montgomery (Amsterdam)	46,904	277	100
*Nassau (Hempstead)	414,014	2,660	400
*(five counties(New York)	6,783,897	42,800	12,500
*Niagara (Niagara Falls)	130,870	777	300
Oneida (Utica)	143,041	847	2,600
Onondaga (Syracuse)	262,680	1,700	3,900
*Ontario (Geneva)	42,467	252	100
*Orange (Newburgh)	123,310	732	300
*Orleans (Medina)	17,252	102	0
*Oswego (Oswego)	46,273	275	100
Otsego (Oneonta)	39,840	236	200
*Putnam(Cold Spring)	17,734	105	0
*Rensselaer (Troy)	86,268	514	400
*Rockland (Nyack)	51,508	306	0
*St. Lawrence (Ogdensburg)	60,167	360	200
*Saratoga (Saratoga Springs)	45,208	270	0
Schenectady (Schenectady)	108,196	644	1,800
Schoharie (Cobleskill)	13,895	83	100
Schuyler	7,530	44	0
Seneca	12,200	72	0
*Steuben (Corning)	58,406	346	200
*Suffolk (Patchogue)	175,866	1,040	100
*Sullivan (Liberty)	40,904	242	100
*Tioga (Waverley)	17,734	105	0
*Tompkins (Ithaca)	39,857	237	100
*Ulster (Kingston)	63,825	378	100
Warren(Glen Falls)	34,851	207	300
*Washington (Hudson Falls)	23,935	142	0
*Wayne (Newark)	36,715	218	0
*Westchester (Yonkers)	569,120	3,100	300
*Wyoming (Perry)	18,932	113	0
Yates	9,940	59	0

NORTH CAROLINA

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Alamance (Burlington)	48,647	440	400
Alexander	3,771	31	0
Alleghany	2,014	17	0
Anson (Wadesboro)	10,437	86	100
Ashe	4,210	35	0
Avery	1,904	16	0
Beaufort (Washington)	19,261	160	400
Bertie	9,044	74	0
Bladen	9,723	80	0
Brunswick	3,589	29	0
Buncombe (Asheville)	100,985	858	900
Burke(Morganton)	18,584	154	200
*Cabarrus (Concord)	49,081	415	200
Caldwell (Lenoir)	18,676	154	100
Camdem	714	6	0
Cataret (Moorehead City)	10,216	84	100
Caswell	3,551	29	0
Catawba (Hickory)	33,879	268	400
Chatham	9,302	76	0
Cherokee	5,804	48	0
Chowan	5,932	49	0
Clay	586	5	0
*Cleveland (Shelby)	31,273	257	100
Columbus (Whiteville)	22,428	185	100
Craven (New Bern)	20,525	169	100
*Cumberland (Fayetteville)	37,571	426	300
Currituck	1,666	14	0
Dare	2,729	22	0
Davidson (Lexington)	28,178	232	200
Davie	5,511	46	0
*Duplin (Warsaw)	13,274	110	0
Durham (Durham)	90,995	695	700
*Edgecombe (Tarboro)	30,504	251	100
*Forsyth (Winston-Salem)	113,147	1,020	500
Franklin	9,356	76	0
Gaston (Gastonia)	34,096	112	200
Gates	2,252	19	0
Graham	1,263	10	0
*Granville (Oxford)	12,359	102	0
Greene	5,127	42	0
Guilford (Greensboro)	158,536	1,280	9,700
*Halifax (Roanoke Rapids	27,628	227	100
Harnett (Dunn)	18,932	156	100
Haywood (Waynesville)	18,675	154	100
Henderson (Hendersonville)	18,840	155	100
Hertford (Ahoskie)	8,678	71	200
Hoke	4,651	38	0
Hyde	1,446	12	0
*Iredell (Statesville)	26,530	218	100
Jackson	6,939	57	0
*Johnston (Smithfield)	25,779	211	0
Jones	2,142	18	0
Lee(Sanford)	12,798	105	100
Lenoir (Kinston)	30,870	255	200
Lincoln	10,382	86	0
McDowell	9,833	81	0
Macon	5,694	47	0
Madison	4,448	37	0
*Martin (Williamston)	13,604	112	0
Mecklenburg (Charlotte)	182,860	1,470	2,200
Mitchell	5,511	45	0
Montgomery	7,855	65	0
Moore (Southern Pines)	16,185	134	200
Nash(Rocky Mount)	30,319	249	200
*New Hanover (Wilmington)	58,854	482	300
Northampton	5,548	46	0
Onslow(Jacksonville)	5,237	43	100
Orange	11,901	98	0
Pamlico	1,593	13	0
Pasquotank (Elizabeth City)	17,065	140	200
Pender	4,559	38	0
Perquimans	4,065	34	0
Person	10,417	86	0
*Pitt(Greenville)	40,177	317	100
Polk	3,553	29	0
Randolph (Asheboro)	19,463	160	100
Richmond (Rockingham)	20,451	168	100
*Robeson (Lumberton)	37,788	231	100
Rockingham (Reidsville)	35,556	292	300
*Rowan (Salisbury)	49,733	430	200
Rutherford (Forest City)	18,218	150	100
Sampson (Clinton)	17,724	146	100
Scotland (Laurinburg)	11,315	93	100
Stanly (Albermarle)	20,872	172	100
Stokes	4,999	41	0
*Surry (Mount Airy)	24,387	200	100
Swain	2,691	22	0
Transylvania	6,244	51	0
Tyrrell	1,446	12	0
Union (Monroe)	16,807	139	100
Vance (Henderson)	18,785	154	100
*Wake (Raleigh)	109,238	1,725	1,300

(Continued on page 26)

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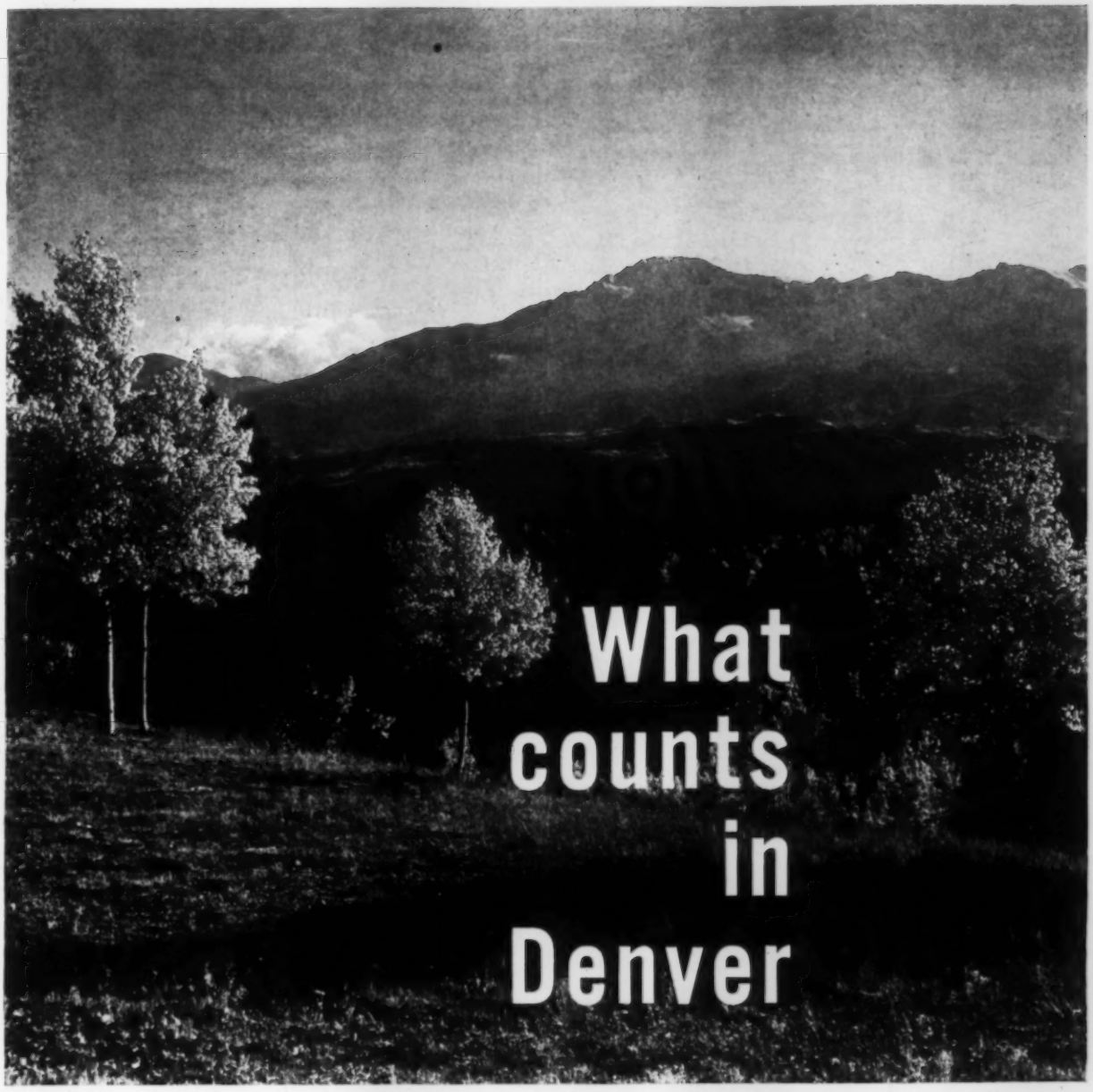

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50,000 WATTS 850 Kc.

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NATIONAL BROADCASTING COMPANY

Andrew

(Continued from page 24)

NORTH CAROLINA Continued

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Warren	7,836	64	0
Washington	4,358	36	0
Watauga	6,280	52	0
*Wayne (Goldsboro)	37,354	382	100
Wilkes(North Wilkesboro)	15,380	128	200
Wilson (Wilson)	34,018	280	400
Yadkin	4,175	34	0
Yancey	2,343	19	0

NORTH DAKOTA

Adams	2,860	25	0
Barnes(Valley City)	13,585	117	100
Benson	4,918	43	0
Billings	297	3	0
Bottineau	7,254	63	0
Bowman	3,104	26	0
Burke	3,349	29	0
Burleigh (Bismark)	27,927	258	300
Cass(Fargo)	75,324	689	700
Cavalier	7,029	61	0
Dickey	5,895	53	0
Divide	3,540	31	0
Dunn	2,232	19	0
Eddy	4,343	38	0
Emmons	3,924	34	0
Foster	4,429	38	0
Golden Valley	2,511	22	0
Grand Forks (Grand Forks)	42,472	350	900
Grant	2,232	19	0
Griggs	3,209	28	0
Hettinger	4,133	36	0
Kidder	2,616	23	0
La Moure	4,622	40	0
Logan	2,407	21	0
McHenry	6,157	53	0
McIntosh	3,367	29	0
McKenzie	2,924	26	0
McLean	6,452	56	0
Mercer	3,924	34	0
Morton (Mandan)	12,749	110	100
Mountrail	5,406	47	0
Nelson	4,884	43	0
Oliver	645	6	0
Pembina	9,347	82	0
Pierce	5,354	46	0
Ramsey(Devil's Lake)	16,254	142	100
Ransom	6,610	57	0
Renville	2,912	25	0
*Richland (Wahpetun)	15,660	134	0
Rolette	5,634	49	0
Sargent	3,435	30	0
Sheridan	2,163	19	0
Sioux	1,483	13	0
Slope	401	3	0
Stark(Dickinson)	10,708	93	100
Steele	2,407	21	0
Stutsman (Jamestown)	18,401	210	300
Towner	4,674	40	0
Traill	9,050	78	0
*Walsh (Grafton)	14,638	135	0
Ward(Minot)	34,014	320	300
Wells	6,784	58	0
Williams (Williston)	13,986	127	100

OHIO

Adams	7,569	45	0
*Allen(Lima)	71,362	416	300
Ashland (Ashland)	26,595	156	100
Ashtabula (Ashtabula)	62,605	367	300
*Athens (Athens)	29,393	172	0
*Auglaize (St. Marys)	18,410	108	0
*Belmont (Bellaire)	52,979	309	100
Brown	9,681	57	0
*Butler (Hamilton)	99,260	584	200
Carroll	7,778	46	0
*Champaign (Urbana)	17,361	102	0
*Clark (Springfield)	69,687	416	300
*Clermont (New Richmond)	18,144	113	0
*Clinton(Wilmington)	19,040	112	0
*Columbiana (East Liverpool)	78,092	460	100
Coshocton (Coshocton)	21,096	124	100
*Crawford (Bucyrus)	29,631	174	0
*Cuyahoga (Cleveland)	1,328,606	7,740	5,500
*Darke (Greenville)	26,441	154	0
*Defiance (Defiance)	18,200	106	0
*Delaware (Delaware)	17,977	105	0
*Erie (Sandusky)	40,571	239	100
*Fairfield (Lancaster)	32,387	189	0
*Fayette (Washington Court)	18,158	106	0
Franklin (Columbus)	458,162	3,030	3,700
*Fulton (Wauseom)	18,453	108	0
Gallia	11,136	65	0
Geauga	11,332	67	0
*Greene (Xenia)	23,097	135	0
Guernsey (Cambridge)	23,140	136	100
Hamilton (Cincinnati)	728,981	4,640	4,900
Hancock (Findlay)	31,659	188	100
Hardin	16,998	99	0
Harrison	9,052	53	0
Henry	15,123	89	0
*Highland (Hillsboro)	18,816	110	0
Hocking	10,815	63	0
Holmes	9,080	53	0
*Huron (Norwalk)	28,889	168	0
Jackson	16,453	97	0
*Jefferson (Steubenville)	74,774	439	100
*Knox(Mt. Vernon)	23,951	140	0
*Lake(Painesville)	45,537	266	100
*Lawrence (Ironton)	21,041	123	0
*Licking (Newark)	49,328	288	100
*Logan(Bellefontaine)	21,950	129	0
*Lorain (Lorain)	95,971	563	100
*Lucas (Toledo)	374,049	1,980	1,400
Madison	15,095	89	0
*Mahoning (Youngstown)	234,497	1,480	600
*Marion (Marion)	36,891	216	100
*Medina (Medina)	28,358	166	0
Meigs	12,647	75	0
*Mercer (Celina)	17,446	102	0
*Miami (Piqua)	43,830	256	100
Monroe	5,456	32	0
Montgomery (Dayton)	325,620	1,960	2,500
Morgan	6,114	36	0
Morrow	6,757	39	0
*Muskingum (Zanesville)	62,374	355	100
Noble	4,980	29	0
*Ottawa(Port Clinton)	18,844	110	0
Paulding	8,478	50	0
Perry	15,039	88	0
Pickaway	14,213	83	0
Pike	5,260	31	0
Portage (Ravenna)	31,911	186	100
Preble	15,501	91	0
Putnam	14,368	84	0
*Richland (Mansfield)	70,201	412	100
*Ross (Chilicothe)	34,233	200	100
Sandusky (Fremont)	33,660	197	100
*Scioto (Portsmouth)	58,128	342	100
Seneca (Tiffin)	40,025	226	200
*Shelby (Sidney)	17,613	103	0
*Stark (Canton)	236,409	1,426	600
*Summit (Akron)	361,942	1,812	700
*Trumbull (Warren)	94,282	553	300
*Tuscarawas (New Philadelphia)	51,818	301	100
Union	14,997	88	0
*Van Wert (Van Wert)	18,495	109	0
Vinton	3,120	18	0
*Warren (Franklin)	18,886	111	0
Washington (Mairetta)	26,511	165	100
*Wayne (Wooster)	41,774	245	100
*Williams (Bryan)	20,900	122	0
*Wood(Bowling Green)	32,163	177	0
Wyandot	14,564	85	0

OKLAHOMA

Adair	2,908	20	0
Alfalfa	7,010	47	0
Atoka	4,590	31	0
Beaver	2,719	18	0
Beckham (Elk City)	14,098	95	100
Blaine	10,012	68	0
Bryan (Durant)	16,504	112	200
*Caddo (Anadarko)	19,599	132	0
Canadian (El Reno)	17,163	116	100
Carter (Ardmore)	24,471	168	100
Cherokee	5,266	36	0
Choctaw (Hugo)	8,172	55	100
Cimarron	2,327	16	0
*Cleveland (Norman)	15,686	106	0
Coal	3,976	27	0
Comanche (Lawton)	27,128	18	100
Cotton	7,261	49	0
Craig	10,421	71	0
*Creek (Sapulpa)	26,912	152	0
Custer (Clinton)	15,497	105	100
Delaware	3,222	22	0
Dewey	4,668	32	0
Ellis	4,699	32	0
*Garfield (Enid)	49,023	431	100
Garvin(Pauls Valley)	12,463	84	100
Grady (Chickasha)	21,989	148	100
Grant	6,947	47	0
Greer	7,591	51	0
Harmon	3,380	23	0
Harper	2,908	20	0
Haskell	4,511	30	0
Hughes	11,159	75	0
Jackson (Altus)	12,055	81	100
Jefferson	5,736	38	0
Johnston	3,631	25	0
*Kay(Ponca City)	39,713	340	100
Kingfisher	9,823	67	0
Kiowa (Hobart)	12,574	84	100
Latimer	3,191	21	0
Le Flore	13,125	88	0
Lincoln	10,169	68	0
*Logan (Guthrie)	16,754	113	0
Love	2,797	19	0
McClain	5,752	39	0
McCurtain	9,681	65	0
McIntosh	5,658	38	0
Major	4,856	33	0
Marshall	4,338	30	0
Mayes	8,126	55	0
Murray	6,004	40	0
Muskogee (Muskogee)	44,659	326	300
Noble	8,755	60	0
Nowata	7,135	48	0
Okfuskee	8,126	55	0
Oklahoma (Oklahoma City	291,373	2,030	2,600
Okmulgee (Okmulgee)	24,943	167	400
*Osage (Pawhuska)	22,476	151	0
Ottawa (Miami)	19,677	133	100
Pawnee	7,245	49	0
Payne(Stillwater)	23,795	160	100
Pittsburg(McAlester)	22,366	150	100
Pontotoc(Ada)	26,986	182	100
*Pottawatomie (Shawnee)	33,894	245	100
Pushmataha	5,014	34	0
Roger Mills	3,254	22	0
Rogers	8,708	59	0
Seminole (Seminole)	29,239	185	100
Sequoyah	4,086	27	0
Stephens (Duncan)	17,383	117	100
Texas	8,236	55	0
Tillman	8,974	61	0
Tulsa(Tulsa)	216,311	1,554	2,500
Wagoner	5,187	35	0
Washington (Bartlesville)	25,761	173	100
Washita	8,597	58	0
Woods	11,080	75	0
Woodward (Woodward)	13,156	89	100

OREGON

*Baker (Baker)	22,033	210	100
*Benton (Corvallis)	24,003	228	100
*Clackamas (Oregon City)	40,130	430	100
*Clatsop (Astoria)	33,738	321	100
*Columbia (St. Helena)	16,195	155	0
*Coos(Coos Bay)	35,782	340	200
Crook	4,534	42	0
Curry	2,535	12	0
*Deschutes (Bend)	26,210	249	100
Douglas(Roseburg)	23,841	227	200
Gilliam	4,059	38	0
Grant	5,897	56	0
Harney	5,070	23	0
*Hood River (Hood River)	11,528	110	0
Jackson (Medford)	40,642	386	600
Jefferson	1,690	16	0
Josephine (Grant's Pass)	16,195	154	100
*Klamath (Klamath Falls)	69,701	770	200
Lake	7,719	73	0
*Lane (Eugene)	87,444	464	300
Lincoln (Newport)	12,935	123	100
*Linn (Albany)	25,529	241	100
Malheur (Ontario)	15,632	148	100
*Marion (Salem)	85,190	560	200
Morrow	3,690	35	0
*Mulnomah (Portland)	630,181	4,170	3,000
*Polk(Dallas)	11,276	107	0
Sherman	1,897	18	0
Tillamook (Tillamook)	11,794	112	100
*Umatilla (Pendleton)	30,269	287	100
Union(La Grande)	19,127	182	100
Wallowa	6,860	65	0
Wasco(The Dalles)	19,764	188	100
*Washington (Hillsboro)	28,166	271	0
Wheeler	1,970	12	0
*Yamhill(McMinnville)	24,877	237	0

PENNSYLVANIA

Adams	18,626	92	0
*Alleghany (Pittsburgh)	1,314,735	6,280	3,500
*Armstrong (Kittanning)	41,569	206	100
*Beaver(Beaver Falls)	104,262	518	100
Bedford	19,498	96	0
*Berks (Reading)	201,905	1,240	300
Blair (Altoona)	100,656	497	400
Bradford (Sayre)	31,702	156	100
*Bucks (Doylestown)	65,614	322	200
Butler (Butler)	60,675	299	200
Cambria (Johnstown)	151,038	786	1,100
Cameron	4,969	24	0
*Carbon (Palmerton)	29,581	146	0
Centre(State College	36,962	182	100
*Chester(West Chester)	103,042	508	0
*Clarion (Clarion)	21,300	104	0
Clearfield (Du Bois)	47,075	232	300
Clinton(Lock Haven)	21,925	99	100
Columbia (Bloomsburg)	29,334	144	200
*Crawford (Meadville)	53,701	265	100
*Cumberland (Carlisle)	50,373	249	100
*Dauphin(Harrisburg)	162,776	824	600
*Delaware (Chester)	250,426	1,000	200

(Continued on page 28)

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ROBERT S. CONLAN AND ASSOCIATES

INCORPORATED

KANSAS CITY, MISSOURI

Andrew

(Continued from page 26)

PENNSYLVANIA Continued

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Elk	18,597	92	0
Erie(Erie)	149,561	740	1,300
*Fayette (Uniontown)	119,010	590	200
Forest	2,252	11	0
*Franklin (Chambersburg)	42,920	211	100
Fulton	3,094	15	0
Greene	18,990	94	0
Huntingdon (Huntingdon)	21,634	107	100
*Indiana (Indiana)	42,367	208	100
*Jefferson (Punxsutawney)	31,383	154	0
Juniata	6,524	32	0
*Lackawanna (Scranton)	187,819	895	400
Lancaster (Lancaster)	178,429	880	1,000
Lawrence (New Castle)	72,516	358	300
Lebanon (Lebanon)	54,689	281	200
*Lehigh (Allentown)	164,341	820	600
*Luzerne (Wilkes-Barre)	269,927	1,330	600
Lycoming(Williamsport)	71,482	350	300
*McKean (Bradford)	45,535	225	100
*Mercer (Sharon)	77,311	380	100
Mifflin (Lewistown)	29,015	143	100
Monroe (Stroudsburg)	26,981	133	200
*Montgomery (Lower Marion)	266,860	1,470	200
Montour	6,771	33	0
*Northampton (Bethlehem)	136,576	674	400
*Northumberland(Shamokin)	73,518	365	200
Perry	9,531	48	0
*Philadelphia (Philadelphia)	1,962,712	12,870	6,000
Pike	3,938	19	0
Potter	11,754	58	0
*Schuylkill (Pottsville)	127,560	642	200
Snyder	6,771	33	0
*Somerset (Somerset)	45,942	226	0
Sullivan	2,383	12	0
Susquehanna	15,895	88	0
Tioga	20,036	99	0
Union	9,895	49	0
Venango(Oil City)	42,339	209	200
*Warren (Warren)	41,554	206	100
*Washington (Washington)	136,852	675	200
Wayne	17,856	88	0
*Westmoreland (New Kensington)	186,254	970	200
Wyoming	10,882	54	0
*York(York)	133,805	660	400

RHODE ISLAND

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Bristol	14,507	70	0
*Kent (Warwick)	44,361	245	0
*Newport (Newport)	43,099	208	0
*Providence (Providence)	561,412	2,990	2,500
*Washington (Westerly)	37,423	214	0

SOUTH CAROLINA

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Abbeville	8,142	51	0
*Aiken (Aiken)	20,373	127	0
Allendale	4,088	25	0
*Anderson (Anderson)	48,293	305	200
Bamberg	8,343	52	0
Barnwell (Barnwell)	6,785	42	100
Beaufort	8,192	51	0
Berkeley	6,299	39	0
Calhoun	5,813	36	0
Charleston (Charleston)	112,464	686	900
Cherokee (Gaffney)	14,307	90	100
Chester (Chester)	16,451	103	100
Chesterfield	13,720	86	0
Clarendon	9,566	60	0
Colleton(Walterboro)	10,772	67	100
Darlington (Hartsville)	23,339	146	100
Dillon(Dillon)	12,450	78	100
Dorchester	7,873	49	0
Edgefield	6,333	40	0
Fairfield	8,577	54	0
Florence (Florence)	47,526	298	400
Georgetown	12,765	80	0
*Greenville (Greenville)	126,152	1,025	700
Greenwood (Greenwood)	29,132	182	100
Hampton	4,674	29	0
Horry (Conway)	26,553	167	200
Jasper	2,077	13	0
Kershaw	12,447	78	0
Lancaster (Lancaster)	15,898	100	100
Laurens (Laurens)	21,312	134	100
Lee	9,348	58	0
Lexington	13,069	82	0
McCormick	2,831	18	0
*Marion (Marion)	16,734	105	0
Marlboro (Minutesville)	14,021	88	100
Newberry (Newberry)	17,942	112	100
Oconee	13,888	87	0
Orangeburg (Orangeburg)	31,319	198	200
Pickens	15,848	99	0
*Richland (Columbia)	117,173	1,090	600
Saluda	3,736	23	0
*Spartanburg (Spartanburg)	89,905	805	400
*Sumter (Sumter)	33,400	223	100
*Union (Union)	17,339	109	0
Williamsburg	12,431	78	0
York(Rock Hill)	35,371	223	200

SOUTH DAKOTA

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Aurora	2,647	25	0
*Beadle (Huron)	22,462	222	100
Bennett	1,555	15	0
Bon Homme	5,887	55	0
*Brookings (Brookings)	17,026	162	0
Brown (Aberdeen)	37,323	481	400
Brule	5,480	51	0
Buffalo	333	3	0
*Butte(Belle Fourche)	10,794	101	0
Campbell	1,555	15	0
Charles Mix	5,591	52	0
Clark	4,887	46	0
Clay	7,295	68	0
*Codington (Watertown)	25,954	265	100
Corson	2,647	25	0
Custer	5,055	47	0
*Davison (Mitchell)	23,736	226	100
Day	9,923	93	0
Deuel	3,888	36	0
Dewey	2,628	25	0
Douglas	3,111	29	0

(Continued on page 30)

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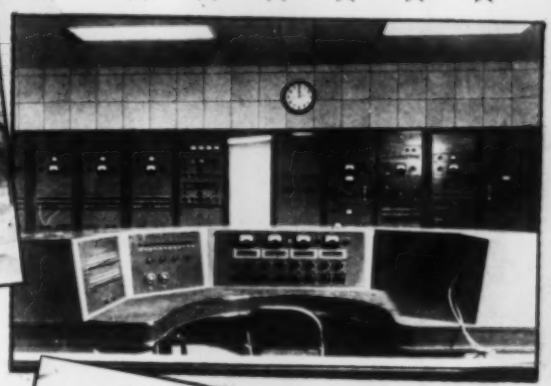
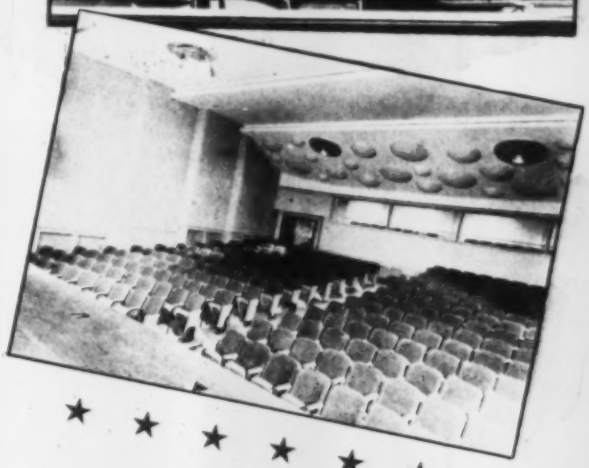


★ ★ ★ ★ ★ ★



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Andrew

(Continued from page 28)

SOUTH DAKOTA Continued

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Edmunds	3,647	34	0
Fall River	6,591	62	0
Faulk	3,036	28	0
Grant	6,887	64	0
Gregory	5,203	48	0
Haakon	2,999	28	0
Hamlin	4,166	39	0
Hand	4,480	42	0
Hanson	1,907	18	0
Harding	1,204	11	0
Hughes (Pierre)	9,035	84	100
Hutchinson	6,962	65	0
Hyde	2,555	24	0
Jackson	1,648	15	0
Jerauld	3,332	31	0
Jones	1,815	17	0
Kingsbury	7,517	71	0
*Lake (Madison)	11,053	103	0
Lawrence (Deadwood)	18,761	118	100
Lincoln	7,591	71	0
Lyman	2,759	26	0
McCook	5,055	47	0
McPherson	3,276	31	0
Marshall	6,683	63	0
Meade	6,683	63	0
Mellette	1,129	11	0
Miner	3,426	32	0
Minnehaha (Sioux Falls)	92,321	930	900
Moody	6,166	58	0
*Pennington (Rapid City)	39,430	466	300
Perkins	4,555	43	0
Potter	3,759	35	0
Roberts	9,627	90	0
Sanborn	2,999	28	0
Shannon	981	9	0
Spink	8,738	82	0
Stanley	1,036	97	0
Sully	1,223	11	0
Todd	1,333	12	0
Tripp	8,461	79	0
Turner	7,258	67	0
Union	7,221	68	0
Walworth	6,258	58	0
Washabaugh	259	2	0
Washington	223	2	0
Yankton (Yankton)	11,872	95	300
Ziebach	703	7	0

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TENNESSEE

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Anderson (Oak Ridge)	8,414	67	200
Bedford (Shelbyville)	11,077	88	100
Benton	3,344	26	0
Bledsoe	1,648	13	0
*Blount (Maryville)	20,303	226	100
Bradley (Cleveland)	13,326	106	100
Campbell	11,741	93	0
Cannon	1,664	13	0
Carroll	8,319	66	0
Carter(Elizabethton)	13,912	110	100
Cheatham	2,503	20	0
Chester	2,788	22	0
Claiborne	4,342	34	0
Clay	1,331	11	0
Cocke	5,974	48	0
Coffee (Tullahoma)	7,257	58	100
Crockett	4,643	37	0
Cumberland	4,104	33	0
Davidson (Nashville)	285,530	2,523	3,200
Decatur	2,266	18	0
DeKalb	3,186	25	0
Dickson	7,401	69	0
Dyer (Dyersburg)	20,672	185	100
Fayette	5,404	43	0
Fentress	3,264	26	0
Franklin (Winchester)	8,129	65	100
*Gibson (Humboldt)	17,903	168	0
Giles (Pulaski)	10,664	85	100
Grainger	2,313	18	0
Greene (Greeneville)	14,357	114	100
Grundy	2,139	17	0
Hamblen (Morristown)	10,632	84	100
*Hamilton (Chattanooga)	188,815	1,630	1,200
Hancock	1,140	9	0
Hardeman	6,021	48	0
Hardin	3,660	29	0
Hawkins	6,607	52	0
Haywood	8,065	64	0
Henderson	5,230	42	0
Henry (Paris)	11,235	90	200
Hickman	2,805	22	0
Houston	1,331	11	0
Humphreys	3,423	27	0
Jackson	2,694	21	0
Jefferson	4,611	37	0
Johnson	1,917	15	0
*Knox (Knoxville)	200,627	1,710	1,200
Lake	4,500	36	0
Lauderdale	10,031	80	0
Lawrence	10,158	80	0
Lewis	1,902	15	0
Lincoln (Fayetteville)	10,427	83	0
Loudon	7,733	61	0
McMinn (Athens)	13,627	108	100
McNairy	4,658	37	0
Macon	2,678	21	0
*Madison (Jackson)	38,391	400	200
Marion	6,576	52	0
Marshall (Lewisburg)	8,225	65	100
*Maury (Columbia)	23,809	251	100
Meigs	570	4	0
Monroe	5,847	46	0
Montgomery (Clarksville)	15,989	128	200
Moore	492	4	0
Morgan	2,614	21	0
Obion (Union City)	14,832	118	100
Overton	3,186	25	0
Perry	1,759	14	0
Pickett	888	7	0
Polk	6,464	51	0
Putnam (Cookeville)	8,621	69	100
Rhea	6,513	52	0
Roane (Harriman)	9,682	77	100
Robertson	10,220	81	0
*Rutherford (Murfreesboro)	19,564	217	100
Scott	4,120	33	0
Sequatchie	919	7	0
Sevier	6,085	48	0
*Shelby (Memphis)	446,106	3,980	2,200
Smith	4,849	38	0
Stewart	2,155	17	0
*Sullivan (Bristol)	53,156	548	200
Sumner (Gallatin)	9,650	77	100
Tipton	9,650	77	0
Trousdale	1,759	14	0
Unicoi	4,453	36	0
Union	1,236	10	0
Van Buren	332	3	0
Warren (McMinnville)	7,337	58	100
Washington (Johnson City)	40,975	414	500
Wayne	2,488	20	0
Weakley	10,537	84	0
White	3,803	30	0
Williamson	8,510	68	0
Wilson	8,922	71	0

TEXAS

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Anderson (Palestine)	17,304	84	100
Andrews	895	4	0
Angelina (Lufkin)	17,159	84	200
Aransas	1,762	9	0
Archer	3,366	16	0
Armstrong	1,257	6	0
Atascosa	6,095	30	0
Austin	7,396	36	0
Bailey	3,495	17	0
Bandera	1,488	7	0
Bastrop	7,728	38	0
Baylor	5,215	25	0
Bee	12,552	61	0
Bell(Temple)	27,068	132	100
Bexar(San Antonio)	332,662	2,370	4,500
Blanco	2,369	13	0
Borden	57	0	0
Bosque	6,197	30	0
Bowie (Texarkana)	30,751	150	200
Brazoria (Alvin)	18,025	88	0
Brazos (Bryan)	21,363	104	200
Brewster (Alpine)	5,301	26	100
Briscoe	2,124	10	0
Brooks	3,813	19	0
Brown (Brownwood)	19,615	96	100
Burleson	5,763	28	0
Burnet	5,027	25	0
Caldwell	15,383	75	0
Calhoun	2,831	14	0
Callahan	5,272	26	0
Cameron (Harlingen)	47,057	230	1,200
Camp	3,525	18	0
Carson	4,709	23	0
Cass	13,014	64	0
Castro	2,412	12	0
Chambers	5,113	25	0
Cherokee (Jacksonville)	18,402	90	100
Childress (Childress)	10,269	50	100
Clay	5,258	26	0
Cochran	1,718	8	0
Coke	1,633	8	0
Coleman (Coleman)	10,125	49	100
Collin (McKinney)	21,579	106	100
Collingsworth	6,008	29	0
Colorado	11,064	54	0
Comal	9,894	48	0
Comanche	6,052	30	0
Concho	3,178	16	0
Cooke (Gainesville)	15,397	75	100
Coryell	6,890	34	0
Cottle	5,171	25	0
Crane	2,369	12	0
Crockett	3,106	15	0
Crosby	5,200	25	0
Culberson	1,820	9	0
Dallam (Delhart)	6,890	34	100
*Dallas (Dallas)	690,246	6,680	3,800
Dawson (Lamesa)	11,627	57	100
Deaf Smith (Hereford)	6,875	34	100
Delta	4,087	20	0
Denton (Denton)	22,373	109	100
De Witt	16,322	80	0
Dickens	5,907	29	0
Dimmit	2,730	13	0
Donley	4,781	23	0
Duval	9,808	48	0

(Continued on page 258)

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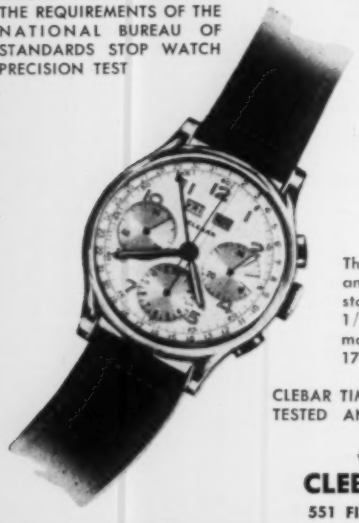

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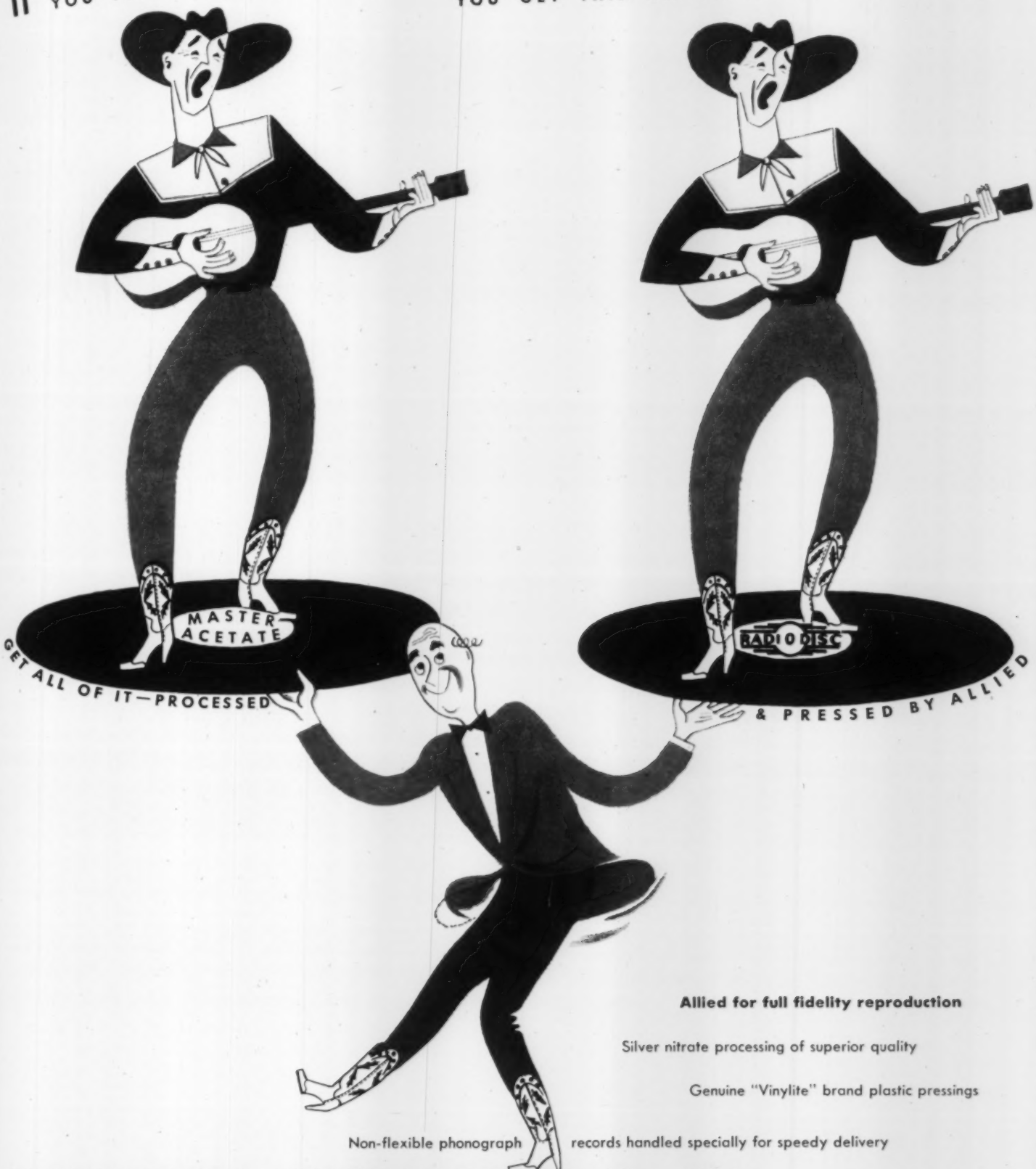

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See page 3 for key to map.

AM STATIONS

City		Frequency	Power	Network
Albertville*	WAVU	630	500-D	
Alexander City	WRFS	1050	1,000-D	
Andalusia	WCTA	1340	250	MBS-KBS
Anniston	WHMA	1450	250	ABC
	WOOB	1490	250	MBS
Auburn	WAUD	1230	250	
Bessemer	WJLD	1400	250	MBS-KBS
Birmingham	WAPI	1070	5,000	CBS
	WBRC	960	5,000	NBC
	WKAX	900	1,000-D	
	WSGN	610	5,000-LS 1,000-N	ABC
	WTNB	850	5,000-LS 1,000-N	MBS
	WVOK	690	10,000-D	
Brewton	WEBJ	1240	250	KBS
Clanton	WKLF	980	1,000-D	KBS
Cullman	WKUL	1340	250	KBS
Decatur*	WHOS	800	1,000-D	
	WMSL	1400	250	MBS-KBS
Demopolis	WXAL	1400	250	MBS-KBS
Dothan	WAGF	1400; CP-1320	250; CP-1,000	MBS
	WDIG	1450	250	ABC
	WOOF	560	1,000-D	KBS
Enterprise	WIRB	1230	250	
Eufala*	WULA	1240	250	
Florence	WJOI	1340	250	ABC
	*WMFT	1240	250	KBS
Gadsden	WGAD	1350	1,000	MBS
	WGNH	1400	250	ABC
	*WGWD	570	1,000-D	
	WJBY	1240	250	
Greenville*	WGYV	1400	250	
Huntsville	WBHP	1230	250	MBS-KBS
	WFUN	1450	250	
	WHBS	1490	250	ABC
Jasper	WWWB	1240	250	MBS-KBS
Mobile*	WABB	1480	5,000	MBS
	WALA	1410	5,000	NBC
	WKAB	840	1,000-D	
	WKRG	710	250-D; CP-1,000-LS 250-N	CBS
	WMOB	1230	250	ABC
Montgomery*	WAPX	1600	1,000	ABC
	WCOV	1240	250	CBS
	WMGY	800	1,000-D	MBS
	WSFA	1440	1,000	NBC
	*WJJJ	1170	10,000-LS 1,000-N	
Muscle Shoals	WLAY	1450	250	MBS-KBS
Opelika	WJHO	1400	250-LS 100-N	MBS-KBS
Selma	WGWC	1340	250	CBS
	WHBB	1490	250	MBS
Sylacauga	WFEB	1340	250	MBS
	WMLS	1290	1,000-D	
Talladega	WHTB	1230	250	MBS-KBS
Troy	WTBF	1490	250	MBS-KBS
Tuscaloosa	WJRD	1150	5,000-LS 1,000-N	KBS
	WTBC	1450; CP-1230	250	MBS

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Anniston	WHMA-FM	100.5	263	19
Birmingham	WAFM	99.5	258	515
	WBRC-FM	102.5	273	546
	WJLD-FM	104.7	284	40
	WSGN-FM	93.7	229	510
	WTNB-FM	106.9	295	276
	WKAX-FM	97.9	250	8.2
Gadsden	WJBY-FM	103.7	279	1.5
Huntsville	WHBS-FM	95.1	236	10
Lanett	WRLD-FM	102.9	275	10
Mobile	WABB	107.9	300	51
	WALA-FM	94.9	235	102
	WKRG-FM	99.9	260	3
	WMOB-FM	97.5	248	8.8
Montgomery	WCOV-FM	94.5	233	15.5
	WMGY-FM	107.5	298	6
	WSFA-FM	103.3	277	29.7
Sylacauga	WSYO	101.9	270	3.6
Tuscaloosa	WJRD-FM	101.3	267	3.2
	WTBC-FM	98.9	255	
	WUOA	91.7	219	14.2

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Birmingham 4, 9, 13			
CP	Birmingham Bcstg. Co.	(WBRC-TV)	4
A	Birmingham News Co.		9
CP	Voice of Alabama	(WAFM-TV)	13

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

MARKET INDICATORS FOR ALABAMA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,834,000	'47	2,832,961	'40
BMB Families	699,100	'48	719,000	'46
Per Cent Radio	82.7	'48	71.6	'46
Radio Families	578,300	'48	515,000	'46
Number of Business Concerns (1)	26,004	'46	22,270	'39
Domestic Urban Electric Consumers	349,000	'46	203,000	'39
Private & Commercial Passenger Auto Registrations	323,079	'46	262,847	'39
Business Telephones	89,000	'46	47,000	'39
Residential Telephones	173,600	'46	74,500	'39
Nonagricultural Employment (2)	491,000	'46	389,000	'39
Total Income Payments to Individuals	$2,371,000,000	'47	681,000,000	'39
Per Capita Income Payments	$ 837	'47	242	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 48,937,000	'46	8,741,000	'41
Bank Deposits	$1,226,000,000	'46	332,000,000	'39
Drug Store Sales	$ 39,309,000	'46	16,117,000	'39
Gross Postal Receipts (4)	$ 10,633,000	'46	5,656,000	'39
Total Private Construction	$ 78,700,000	'46	33,100,000	'39
Private Residential Building	$ 30,000,000	'46	16,300,000	'39
Private Nonresidential Building	$ 33,000,000	'46	8,900,000	'39
Farm Construction	$ 4,400,000	'46	3,000,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

ALABAMA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Andalusia	Covington	2 170	77.4	1 680	Con
Anniston	Calhoun	7 820	82.5	6 450	Con
Bessemer	Jefferson	7 150	83.5	5 970	Con
Birmingham	Jefferson	83 790	89.7	75 160	Con - Hooper
Brewton	Escambia	990	76.8	760	
Clanton	Chilton	1 220	79.5	970	
Cullman	Cullman	1 620	88.3	1 430	
Decatur	Morgan	5 340	87.6	4 680	Con
Demopolis	Marengo	1 400	70.0	980	
Dothan	Houston	5 200	88.5	4 600	Con
Florence	Lauderdale	4 620	83.3	3 850	
Gadsden	Etowah	10 860	88.7	9 630	Con
Huntsville	Madison	4 060	82.5	3 350	Con
Lanett	Chambers	1 790	84.4	1 510	
Mobile	Mobile	23 940	83.5	19 990	Con - Hooper
Montgomery	Montgomery	25 590	80.7	20 660	Con
Muscle Shoals	Colbert	330	87.9	290	Con
Opelika	Lee	2 780	73.4	2 040	Con
Phenix City	Russell	4 730	77.6	3 670	
Selma	Dallas	6 500	74.6	4 850	Con
Sylacauga	Talladega	1 770	85.3	1 510	
Talladega	Talladega	2 340	82.1	1 920	Con
Troy	Pike	2 380	76.1	1 810	
Tuscaloosa	Tuscaloosa	7 650	81.0	6 200	Con

XUM

ALABAMA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sa 1947, 1,00
Autauga	3,890	77.4	3,010	274	1,256	465	1,426	5,
Baldwin	10,130	83.7	8,480	1,026	1,927	661	6,721	18,
Barbour	7,940	74.8	5,940	711	2,668	782	4,246	11,
Bibb	4,430	84.7	3,750	191	2,003	723	1,248	7,0
Blount	6,980	81.5	5,690	308	1,078	357	3,798	8,3
Bullock	4,070	73.2	2,980	253	984	289	3,400	6,0
Butler	6,930	77.2	5,350	636	2,645	790	4,402	11,6
Calhoun	16,110	83.5	13,450	3,423	14,755	5,636	25,075	39,6
Chambers	9,940	84.0	8,350	204	8,890	3,505	1,314	11,3
Cherokee	3,670	86.1	3,160	316	415	99	3,028	4,7
Chilton	7,430	80.5	5,980	361	1,760	480	4,700	10,9
Choctaw	4,410	75.7	3,340	80	1,389	378	1,204	4,5
Clarke	7,280	78.0	5,680	544	1,860	515	4,945	12,5
Clay	3,800	80.8	3,070	408	508	137	2,654	5,0
Cleburne	2,860	79.4	2,270	113	471	94	1,053	4,9
Coffee	6,950	78.4	5,450	681	1,027	335	4,398	10,1
Colbert	8,980	83.3	7,480	2,341	7,301	3,134	7,617	18,3
Conecuh	4,250	77.9	3,310	322	883	256	2,078	6,8
Coosa	2,770	80.1	2,220	95	643	165	900	2,7
Covington	10,420	77.8	8,110	1,321	5,125	1,586	8,832	22,6
Crenshaw	4,610	79.4	3,660	275	973	250	2,938	7,2
Cullman	10,600	84.7	8,980	944	2,280	642	9,092	20,9
Dale	4,890	78.5	3,840	618	1,326	385	3,104	5,6
Dallas	12,730	74.1	9,430	2,234	6,710	1,912	16,581	29,9
De Kalb	9,920	83.6	8,290	1,743	2,045	598	5,879	12,8
Elmore	7,570	81.0	6,130	992	4,169	1,501	5,884	12,2
Escambia	7,510	78.4	5,890	742	2,650	895	8,262	18,3
Etawah	18,950	87.4	16,560	3,873	18,905	7,452	21,301	59,5
Fayette	4,150	81.4	3,380	338	1,753	484	4,505	7,9
Franklin	5,770	81.3	4,690	555	1,897	641	5,479	8,8
Geneva	6,830	78.9	5,390	436	2,218	645	5,436	9,7

YES, JOHNNIE IS BIGGER NOW!

. . . so is Johnnie's home—Birmingham (now with over half a million population).

AND bigger, too, is Birmingham's favorite—WSGN (30.2 per cent total listening, Conlan, May, 1948).

In 7 years this is how WSGN and Birmingham have grown:

Population Increased . 23%
Income Per Family Increased 148%
Radio Families Increased 26%
WSGN Average Hooperating Increased 33%
WSGN Actual Listening Audience Increased . 67%

WHBS, Huntsville, Ala.
sold in optional combination with **WSGN**
BIRMINGHAM, ALA.

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Greene	3,400	73.8	2,510	178	581	132	1,667	5,731
Hale	4,540	75.3	3,420	244	617	142	1,941	5,724
Henry	4,560	78.9	3,600	284	823	207	3,502	6,043
Houston	11,860	84.0	9,960	2,304	5,094	1,796	16,882	27,452
Jackson	9,740	82.3	8,020	416	1,943	591	5,863	12,126
Jefferson	140,800	89.2	125,530	50,334	136,105	62,947	202,962	517,348
Lamar	4,110	82.2	3,380	203	687	183	2,336	5,803
Lauderdale	11,860	82.6	9,800	2,244	3,637	1,205	12,127	25,763
Lawrence	5,520	80.3	4,430	257	261	69	3,138	5,103
Lee	8,340	77.2	6,440	1,530	4,461	1,325	8,400	15,289
Limestone	7,530	80.5	6,060	648	856	246	5,483	11,463
Lowndes	2,970	73.7	2,190	114	362	79	1,277	4,923
Macon	5,860	75.4	4,420	575	1,008	251	3,085	9,647
Madison	15,410	84.8	13,060	2,404	8,264	2,562	17,741	44,272
Marengo	6,230	73.5	4,580	634	1,840	473	4,571	11,373
Marion	6,550	83.1	5,440	179	1,536	539	3,874	7,492
Marshall	9,670	84.3	8,150	758	2,855	886	10,585	19,421
Mobile	42,690	83.5	35,640	14,345	52,482	21,130	117,493	169,183
Monroe	5,850	78.1	4,570	447	2,295	620	3,391	10,294
Montgomery	31,740	80.2	25,460	10,937	22,236	8,370	48,787	125,181
Morgan	12,690	85.3	10,830	2,620	7,109	8,381	13,279	29,517
Perry	4,420	76.5	3,380	408	771	170	2,029	7,851
Pickens	5,460	79.5	4,340	312	1,549	421	3,996	7,941
Pike	7,650	77.3	5,910	917	2,374	746	10,163	15,793
Randolph	5,110	81.2	4,150	419	2,275	727	3,791	7,780
Russell	8,890	76.4	6,790	1,521	1,656	470	3,488	11,337
St. Clair	6,920	84.5	5,850	269	2,741	1,101	3,097	10,743
Shelby	7,190	84.3	6,060	473	2,709	919	2,310	9,792
Sumter	5,740	75.6	4,340	297	1,460	336	2,869	7,437
Talladega	11,670	80.5	9,390	1,843	8,783	3,409	13,225	24,002
Tallapoosa	8,180	83.3	6,810	771	5,408	2,179	5,616	16,438
Tuscaloosa	18,960	82.1	15,560	3,318	10,448	3,981	20,832	50,038
Walker	17,250	85.8	14,800	916	8,010	3,490	9,692	26,679
Washington	3,510	77.8	2,730	98	717	210	937	3,522
Wilcox	5,410	74.3	4,020	254	1,402	301	2,153	6,323
Winston	4,050	83.2	3,370	315	838	209	2,366	5,642

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

ARIZONA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Apache	6,910	87.8	6,070	303	508	168	----	4,385
Cochise	11,930	94.9	11,320	2,439	4,478	3,072	17,617	26,983
Coconino	5,630	90.6	5,100	903	1,772	748	4,056	18,776
Gila	9,010	94.0	8,470	1,178	5,085	2,760	7,349	16,022
Graham	3,700	93.8	3,470	648	906	352	2,562	8,713
Greenlee	2,830	94.0	2,660	322	3,119	1,403	1,798	6,353
Maricopa	65,830	94.1	61,960	20,351	36,086	18,974	121,460	273,322
Mohave	3,910	93.6	3,660	490	1,057	506	2,558	9,050
Navajo	7,540	90.2	6,800	1,125	1,374	563	4,948	13,773
Pima	26,140	95.0	24,820	10,711	13,669	6,668	47,783	107,035
Pinal	9,530	92.2	8,790	1,065	2,811	1,430	5,049	21,025
Santa Cruz	3,120	92.0	2,870	515	1,230	431	4,599	10,849
Yavapai	10,810	94.3	10,190	1,645	3,634	1,756	9,270	21,193
Yuma	5,910	93.4	5,520	1,385	2,038	955	6,726	24,679

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

ARIZONA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Bisbee	Cochise	1 990	95.0	1 890	Con
Douglas	Cochise	2 920	93.5	2 730	Con
Flagstaff	Coconino	1 670	91.6	1 530	
Glendale	Maricopa	1 550	89.7	1 390	
Globe	Gila	2 270	94.7	2 150	Con
Mesa	Maricopa	2 320	92.2	2 140	
Phoenix	Maricopa	23 740	94.8	22 510	Con - Hooper
Prescott	Yavapai	2 360	93.6	2 210	Con
Safford	Graham	780	94.9	740	
Tucson	Pima	12 260	95.4	11 690	Con
Yuma	Yuma	1 740	93.1	1 620	Con

ktuc Tucson Arizona

is faster

ktuc Tucson Arizona

is more effective

ktuc Tucson Arizona

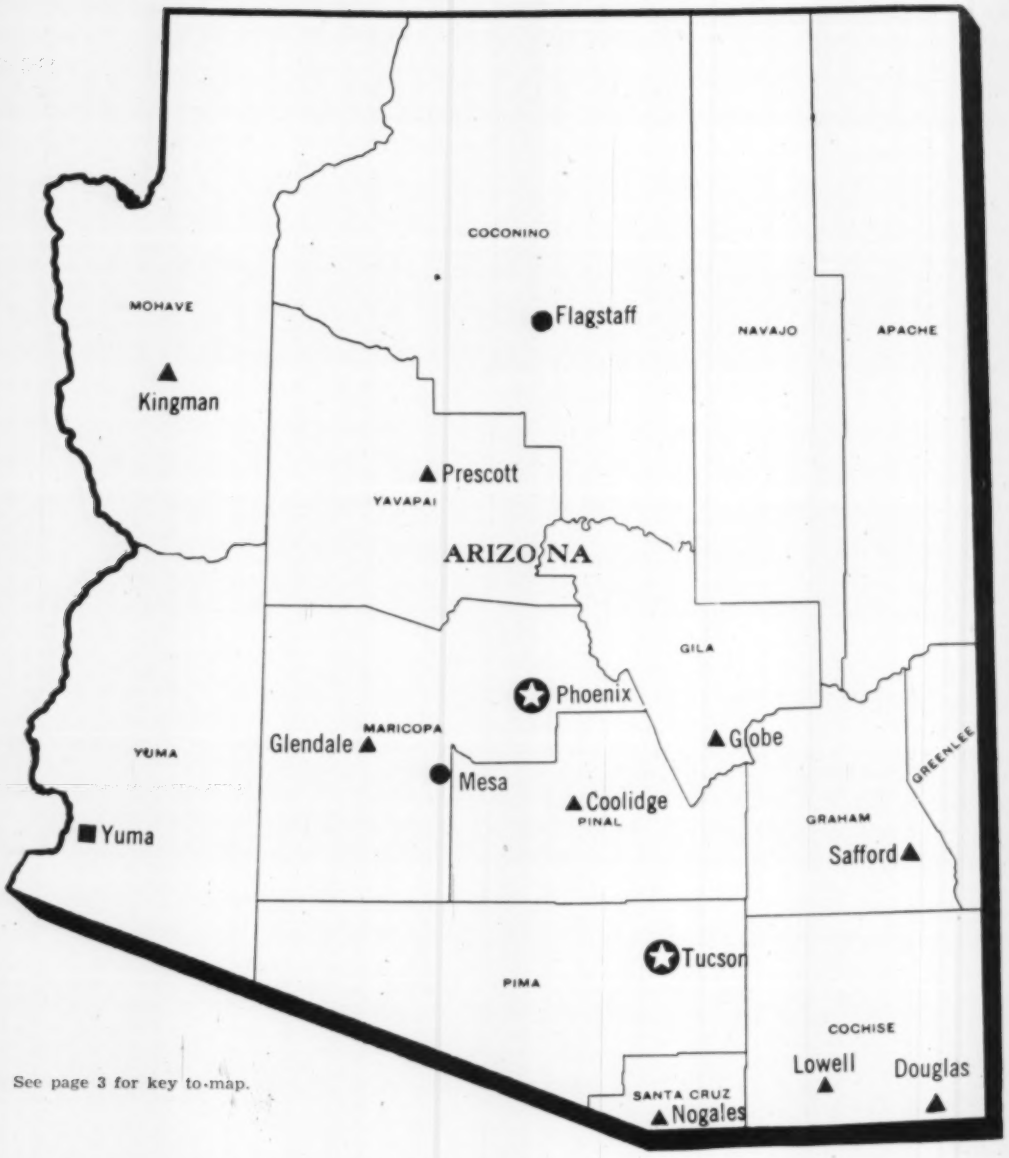
is less expensive

ktuc Tucson Arizona

is the best way to reach Tucson buying power

ktuc Tucson Arizona

is represented by John Blair Co.



See page 3 for key to map.

MARKET INDICATORS FOR ARIZONA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	644,000	'47	499,261	'40
BMB Families	172,800	'48	169,800	'46
Per Cent Radio	93.6	'48	82.4	'46
Radio Families	161,700	'48	139,900	'46
Number of Business Concerns (1)	6,395	'46	6,174	'39
Domestic Urban Electric Consumers	113,000	'46	80,000	'39
Private & Commercial Passenger Auto Registrations	124,037	'46	106,924	'39
Business Telephones	42,500	'46	22,500	'39
Residential Telephones	58,500	'46	29,100	'39
Nonagricultural Employment (2)	103,000	'46	89,000	'39
Total Income Payments to Individuals	$ 721,000,000	'47	227,000,000	'39
Per Capita Income Payments	$ 1,120	'47	461	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 15,553,000	'46	3,648,000	'41
Bank Deposits	$ 393,000,000	'46	91,000,000	'39
Drug Store Sales	$ 22,793,000	'46	7,424,000	'39
Gross Postal Receipts (4)	$ 3,938,000	'46	1,909,000	'39
Total Private Construction	$ 28,700,000	'46	12,900,000	'39
Private Residential Building	$ 11,100,000	'46	7,000,000	'39
Private Nonresidential Building	$ 12,800,000	'46	2,600,000	'39
Farm Construction	$ 2,300,000	'46	1,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

AM STATIONS

City	Call Letters	Frequency	Power	Network
Coolidge	*KCKY	1150	1,000	
Douglas	KAWT	1450	250	NBC
Flagstaff	*KFAK	1240	250	
	KWRZ	1340	250	
Glendale	KRUX	1340	250	
Globe	KWJB	1240	250	NBC
Kingman	*KGAN	1230	250	
Lowell	KSUN	1230	250	CBS
Mesa	KARV	1400	250	
	KTYL	1490	250	KBS
Nogales	*KNOG	1340	250	
Phoenix	KOOL	960	5,000	MBS
	KOY	550	1,000	CBS
	KPHO	1230	250	ABC
	*KPSC	1270	5,000	
	KTAR	620	5,000	NBC
Prescott	KYCA	1490	250	NBC
Safford	KGLU	1480	1,000	NBC
Tucson	KCNA	1340	250	MBS
	KOPO	1450	250	ABC
	*KTSC	580	1,000	
	KTUC	1400	250	CBS
	KVOA	1290	1,000	NBC
Yuma	KYUM	1240	250	NBC
	*KSOL	1400	250	
	*KYSC	1190	1,000	

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Phoenix	KPSC-FM	98.5	253	8
Tucson	KTSC-FM	99.5	258	--

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Phoenix 2, 4, 5, 7			
A	KTAR Bcstg. Co.		4
CP	Phoenix Tele. Co.	(KTLX)	5

ARIZONA

THE BABY STATE HAS GROWN UP!

1947 PROVED IT...

$1,085,000,000 spent for goods, services and taxes

- $649,000,000 in retail sales ($175,000,000 in 1940)
- $413,000,000 in bank deposits ($99,000,000 in 1940)
- Per capita sales, $1,008.00 (National Average, $821.00)

Use Arizona's most effective approach to this rich market . . the seven line-connected NBC stations of the Arizona Broadcasting System, the state's largest network.

Research Dept.
VALLEY NATIONAL BANK

1948
A. LaBENZ
1912
* Youngest state in the union. Admitted in 1912.
KTAR PHOENIX 5000 Watts - 620 KC
KVOA TUCSON 1000 Watts - 1290 KC
KYUM YUMA 250 Watts - 1240 KC
KYCA PRESCOTT 250 Watts - 1490 KC
KGLU SAFFORD 1000 Watts - 1480 KC
KWJB GLOBE-MIAMI 250 Watts - 1240 KC
KAWT DOUGLAS-BISBEE 250 Watts - 1450 KC
21st YEAR
KTAR

National Representative
Paul H. Raymer Company NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

ARKANSAS

See page 3 for key to map.

AM STATIONS

City		Frequency	Power	Network
Arkadelphia	KVRC	1240	250	MBS
Blytheville	KLCN	900	1,000-D	
Camden	KAMD	1450	250	MBS-KBS
El Dorado	KELD	1400	250	ABC
Fayetteville	KGRH	1450	250	MBS
Fort Smith	KFPW	1400	250	MBS
	KFSA	950	1,000-LS 500-N	ABC
	KRKN	1230	250	
	KWHN	1320	5,000	
Harrison	KHOZ	1240	250	MBS
Helena	*KFFA	1360	1,000	MBS-KBS
Hope	KXAR	1490	250	MBS
Hot Springs	KTHS	1090	10,000-LS 1,000-N	ABC
	KWFC	1340	250	MBS-KBS
Jonesboro	KBTM	1230	250	MBS-KBS
Little Rock	KARK	920	5,000	NBC
	KGHI	1250	1,000-LS 500-N	ABC
	KLRA	1010	10,000-LS 5,000-N	CBS
	KVLC	1050	1,000-D	
Magnolia	*KVMA	630	1,000-D	MBS
North Little Rock	KXLR	1450	250	MBS
Paragould	KDRS	1490	250	KBS
Pine Bluff	KCLA	1400	250	
	KOTN	1490	250	MBS-KBS
Russellville	KXRJ	1490	250	MBS-KBS
Siloam Springs	KUOA	1290	5,000-D	MBS-KBS
Stuttgart	*KWAK	1240	250	MBS
West Memphis	KWEM	990	1,000-D	

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Blytheville	KLCN-FM	96.1	241	6.2
Fort Smith	KFPW-FM	94.9	235	14
	KFSA-FM	107.7	299	497
	KRKN-FM	102.1	271	33
	KWHN-FM	104.1	281	43
Jonesboro	KBTM-FM	105.7	289	--
Siloam Springs	KUOA-FM	96.5	243	--
West Memphis	KWEM-FM	105.9	290	8.3

TV STATIONS

Little Rock 3, 6, 8, 10

A	Mid-South Tele. Bestg. Co.	10
A	Southwestern Pub. Co.	8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

MARKET INDICATORS FOR ARKANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	1,913,000	'47	1,949,387	'40
BMB Families	512,500	'48	487,000	'46
Per Cent Radio	84.0	'48	72.5	'46
Radio Families	430,600	'48	353,000	'46
Number of Business Concerns (1)	22,450	'46	21,684	'39
Domestic Urban Electric Consumers	199,000	'46	129,000	'39
Private & Commercial Passenger Auto Registrations	223,582	'46	180,555	'39
Business Telephones	59,700	'46	34,100	'39
Residential Telephones	111,000	'46	45,500	'39
Nonagricultural Employment (2)	235,000	'46	193,000	'39
Total Income Payments to Individuals	$1,358,000,000	'47	478,000,000	'39
Per Capita Income Payments	$ 710	'47	246	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 28,803,000	'46	6,593,000	'41
Bank Deposits	$ 786,000,000	'46	201,000,000	'39
Drug Store Sales	$ 30,477,000	'46	12,736,000	'39
Gross Postal Receipts (4)	$ 6,916,000	'46	4,056,000	'39
Total Private Construction	$ 61,000,000	'46	23,100,000	'39
Private Residential Building	$ 17,800,000	'46	7,600,000	'39
Private Nonresidential Building	$ 27,500,000	'46	6,300,000	'39
Farm Construction	$ 4,900,000	'46	4,000,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

ARKANSAS RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Arkadelphia	Clark	1 810	85.1	1 540	
Blytheville	Mississippi	4 020	80.6	3 240	Con
Camden	Ouachita	3 190	80.3	2 560	Con
El Dorado	Union	6 030	87.9	5 300	Con
Fayetteville	Washington	3 070	90.6	2 780	Con
Fort Smith	Sebastian	13 090	90.5	11 850	Con
Harrison	Boone	1 580	91.8	1 450	
Helena	Phillips	3 510	73.2	2 570	
Hope	Hempstead	2 710	80.8	2 190	
Hot Springs	Garland	8 180	86.3	7 060	Con
Jonesboro	Craighead	4 230	89.8	3 800	Con
Little Rock	Pulaski	31 760	90.2	28 650	Con - Hooper
North Little Rock	Pulaski	7 590	86.6	6 570	Con
Paragould	Greene	2 630	91.6	2 410	
Pine Bluff	Jefferson	8 210	85.9	7 050	Con
Russellville	Pope	2 120	86.8	1 840	
Siloam Springs	Benton	1 110	88.3	980	Con
(1) Texarkana	Miller				
West Memphis	Crittenden	1 320	74.2	980	

(1) See Bowie County, Texas

HAPPY CLIENTS ARE ANY STATIONS BEST TESTIMONIAL

HERE IS THE GRAPHIC STORY OF HOW RADIO STATIONS KFPW AND KFPW/fm KEEP ALL THEIR ADVERTISERS SATISFIED

Robert S. Conlan and Associates, Inc., nationally known survey makers, have released this General Coincidental Radio Survey of Fort Smith:

DISTRIBUTION OF LISTENING HOMES AMONG RADIO STATIONS*

	MORNING PERIOD	AFTERNOON PERIOD	EVENING PERIOD	ENTIRE SURVEY
KFPW	**43.9%**	**49.1%**	**45.3%**	**46.3%**
Station A**	26.4	17.5	18.7	19.8
Station B	11.7	13.6	12.1	12.6
Station C	13.2	11.7	9.4	11.0
Station D***	3.6	6.4	11.3	8.0
Others****	1.2	1.7	3.2	2.3

(*) Stations listed in order they came on air
(**) Network Station.
(***) Most widely listened to out-of-town station.
(****) Includes all out-of-town stations mentioned in answer to questions.

In a recent Father's Day Contest sponsored by the Cham-ber of Commerce calling for mailed-in post card votes in which four radio stations and three newspapers participated, RADIO STATION KFPW-KFPW/fm RECEIVED MORE THAN 18,000 OF THE 40,000 votes received.

HERE IS HOW THE PIONEER FORT SMITH STATION KEEPS ITS LISTENERS HAPPY

FULL MUTUAL NETWORK—ASSOCIATED PRESS AND UNITED PRESS FULL 24-HOUR LEASED WIRE SERVICES —COMPLETELY STAFFED LOCAL NEWS BUREAU WESTERN ASSOCIATION AND WORLD SERIES BASEBALL— UNIVERSITY OF ARKANSAS FOOTBALL AND BASKETBALL—PUBLIC SERVICE UNEXCELLED BY ANY STATION IN AMERICA — SOUTHWEST'S FINEST RADIO PHYSICAL PLANT

Many local KFPW clients have retained the same time daily for more than 18 years . . . because they KNOW where the listening audience is on the local radio dials.

THE WALKER COMPANY, National Representatives

KFPW and KFPW-fm

Fort Smith, Arkansas, Capital of the Wealthy Arkansas Valley Empire

ARKANSAS RADIO MARKET DATA BY COUNTIES

ARKANSAS

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sale 1947, 1,000
Arkansas	6,980	84.4	5,890	931	2,064	782	12,590	15,62
Ashley	6,640	81.3	5,400	819	2,752	1,165	4,362	11,71
Baxter	1,970	87.8	1,730	276	323	76	1,707	3,06
Benton	10,860	87.0	9,450	2,330	2,459	651	8,322	17,04
Boone	4,790	87.1	4,170	1,098	1,327	343	4,373	10,59
Bradley	4,710	85.6	4,030	690	2,189	874	3,401	9,90
Calhoun	1,760	81.8	1,440	159	138	34	652	1,98
Carroll	4,180	88.8	3,680	531	535	118	3,786	5,44
Chicot	6,090	77.3	4,710	568	1,052	294	3,786	10,38
Clark	6,690	83.9	5,610	911	1,791	477	6,066	11,88
Clay	6,900	87.2	6,020	410	744	212	4,722	8,75
Cleburne	3,380	84.6	2,860	217	443	115	2,758	3,32
Cleveland	2,570	82.5	2,120	126	725	230	840	2,65
Columbia	7,140	82.5	5,890	1,062	2,770	860	9,873	14,74
Conway	5,120	82.8	4,240	395	1,364	404	3,785	8,25
Craighead	13,080	88.5	11,580	1,755	3,565	1,240	12,570	28,31
Crawford	6,900	84.6	5,840	914	1,455	261	4,700	8,86
Crittenden	10,590	77.2	8,180	666	1,752	626	3,923	20,34
Cross	6,200	80.6	5,000	455	651	195	4,770	9,74
Dallas	3,640	79.4	2,890	557	1,540	474	4,387	8,42
Desha	6,260	79.2	4,960	575	1,370	390	4,285	10,29
Drew	5,020	79.1	3,970	513	1,302	356	3,749	8,34
Faulkner	6,490	85.7	5,560	864	902	287	3,394	11,24
Franklin	3,830	86.4	3,310	397	708	247	1,917	4,98
Fulton	2,580	82.9	2,140	70	265	73	1,467	1,67
Garland	14,570	86.8	12,640	3,223	8,627	2,918	14,012	43,60
Grant	2,770	85.2	2,360	214	732	170	826	3,36
Greene	7,610	88.2	6,710	830	1,875	520	8,755	12,45
Hempstead	7,290	80.7	5,880	1,029	2,241	674	6,570	15,24
Hot Spring	5,080	83.5	4,240	577	2,266	974	3,769	7,30
Howard	4,160	83.2	3,460	431	1,219	385	3,025	8,08

"The Old One-Two"

ONE STATION . . ONE MARKET

TWO STATE COVERAGE

WESTERN ARKANSAS • EASTERN OKLAHOMA

2 BIG INCOMES 2 RICH RESOURCES

DIVERSIFIED AGRICULTURE • INDUSTRY

2 NEWSPAPER AFFILIATIONS

FORT SMITH TIMES • SOUTHWEST AMERICAN RECORD

KFSA 950

FORT SMITH ARKANSAS

AMERICAN BROADCASTING COMPANY AFFILIATE

KFSA/fm—107.7 Megacycles, Channel 299

NATIONAL REPRESENTATIVE: TAYLOR-BORROFF & CO., Inc.

Available to National Advertisers

TWO "Bill Humbert" SHOWS

(1) "Breakfast with Bill Humbert"

This audience participation is designed for women only. Features unique contests, valuable prizes, free orchids for youngest mother, oldest lady, etc. Tremendously popular. Visitors from whole southwest. Saturdays: 10:00 a.m.

(2) "Bill Humbert Talks It Over"

Informal get-together participating show. Chats with ladies. Poetry. News about programs, people in general, movies, travel. Monday thru Friday, 10:15 a.m. Preceded by John Nesbitt's Passing Parade; followed by Gabe Heatter's Mailbag.

KVMA offers 1000 watts coverage (on 630 kc) of 30 counties in oil and agricultural rich Ark-La-Texas.

Special Combination Rates if Advertiser buys both shows

Wire or write Bill Humbert for rates and information

MUTUAL AFFILIATE

630 kc

KVMA

MAGNOLIA, ARK.

1000 watts (D)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Independence	6,490	85.8	5,570	681	1,354	427	4,052	11,488
Izard	2,500	84.0	2,100	68	246	75	679	2,231
Jackson	6,820	82.0	5,590	580	1,443	421	5,672	12,287
Jefferson	18,250	81.2	14,820	5,341	8,398	3,217	27,230	47,589
Johnson	5,170	85.3	4,410	449	1,271	453	2,833	6,600
Lafayette	3,640	82.1	2,990	408	720	176	2,852	6,693
Lawrence	5,510	86.8	4,780	320	621	168	3,419	7,844
Lee	6,480	75.5	4,890	336	556	149	2,801	9,574
Lincoln	3,870	77.8	3,010	201	353	101	640	4,016
Little River	3,640	81.9	2,980	277	734	165	1,155	5,762
Logan	6,020	86.2	5,190	770	1,543	641	3,392	9,388
Lonoke	6,990	84.5	5,910	601	907	308	6,253	13,514
Madison	2,940	80.6	2,370	167	222	38	1,629	2,027
Marion	2,040	83.8	1,710	43	96	16	173	1,302
Miller	8,200	83.5	6,850	1,844	2,973	1,071	12,865	25,948
Mississippi	18,880	82.9	15,650	1,805	4,775	1,658	16,540	54,586
Monroe	5,510	74.0	4,080	464	875	216	3,224	7,770
Montgomery	2,020	82.7	1,670	86	266	52	667	2,082
Nevada	4,120	82.8	3,410	688	1,112	354	2,792	7,770
Newton	1,980	79.3	1,570	62	164	33	621	1,115
Ouachita	9,420	82.1	7,730	1,390	5,594	2,266	8,498	17,640
Perry	1,960	81.6	1,600	53	86	19	335	1,320
Phillips	14,190	75.6	10,730	1,469	4,200	1,400	7,539	24,656
Pike	2,870	84.7	2,430	235	617	167	1,694	3,624
Poinsett	8,940	83.4	7,460	677	1,915	621	6,422	15,596
Polk	4,540	82.2	3,730	520	1,587	367	3,282	8,180
Pope	7,030	84.2	5,920	883	2,231	442	5,764	11,618
Prairie	3,570	84.9	3,030	208	253	54	1,527	4,145
Pulaski	52,460	88.6	46,470	19,845	37,221	14,815	78,734	196,444
Randolph	4,190	82.8	3,470	267	953	236	2,312	5,911
St. Francis	9,080	77.8	7,060	751	1,706	559	8,186	15,596
Saline	4,300	86.3	3,710	500	1,957	648	2,172	7,194
Scott	3,760	85.9	3,230	258	672	168	1,473	4,851
Searcy	2,800	81.1	2,270	75	415	97	807	2,120
Sebastian	20,380	89.9	18,320	6,728	14,627	6,137	39,899	63,307
Sevier	3,740	80.5	3,010	434	570	151	2,529	5,335
Sharp	2,860	83.9	2,400	97	79	21	1,728	2,064
Stone	1,600	81.3	1,300	67	217	36	578	1,432
Union	15,110	86.8	13,110	3,560	7,957	3,593	17,898	45,974
Van Buren	3,000	82.3	2,470	106	137	26	930	1,802
Washington	11,460	86.9	9,960	3,164	4,469	1,365	14,786	30,470
White	9,100	86.0	7,830	1,111	1,591	415	6,721	14,982
Woodruff	4,860	84.0	4,080	372	745	180	2,896	8,550
Yell	4,360	86.5	3,770	364	485	114	1,985	6,562

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

BROADCASTING MAGAZINE

Hollywood Bureau

TAFT BLDG. • HOLLYWOOD & VINE

HEmpstead 8181

David Glickman,
West Coast Manager

•

Ralph Tuchman,
Hollywood News Editor

MARKET INDICATORS FOR CALIFORNIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	9,812,000	'47	6,907,387	'40
BMB Families	2,983,000	'48	2,784,000	'46
Per Cent Radio	98.2	'48	96.0	'46
Radio Families	2,929,000	'48	2,673,000	'46
Number of Business Concerns (1)	144,593	'46	133,024	'39
Domestic Urban Electric Consumers	2,096,000	'46	1,718,000	'39
Private & Commercial Passenger Auto Registrations	2,661,638	'46	2,298,608	'39
Business Telephones	1,006,000	'46	585,100	'39
Residential Telephones	1,661,300	'46	937,300	'39
Nonagricultural Employment (2)	2,385,000	'46	1,769,000	'39
Total Income Payments to Individuals	$16,121,000,000	'47	5,047,000,000	'39
Per Capita Income Payments	$ 1,643	'47	741	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 350,297,000	'46	80,420,000	'41
Bank Deposits	$13,089,000,000	'46	4,313,000,000	'39
Drug Store Sales	$ 291,146,000	'46	114,006,000	'39
Gross Postal Receipts (4)	$ 112,308,000	'46	46,213,000	'39
Total Private Construction	$ 1,180,200,000	'46	468,800,000	'39
Private Residential Building	$ 623,300,000	'46	324,900,000	'39
Private Nonresidential Building	$ 466,600,000	'46	93,900,000	'39
Farm Construction	$ 30,100,000	'46	17,000,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

AM STATIONS

City		Frequency	Power	Network
Bakersfield	KAFY	1490	250	MBS
	KERN	1410	1,000	CBS
	KERO	1230	250	NBC
	KPMC	1560	1,000	ABC
Banning	KPAS	1490	250	
Barstow	KWTC	1230	250	
Berkeley	KRE	1400	250	
Blythe	KUCB	1450	250	KBS
Brawley	KROP	1300	1,000-LS 500-N	ABC-KBS
Burbank	KWIK	1490	250	
Calexico	KICO	1490	250	

(Continued on page 44)

TV STATIONS

Bakersfield 8, 12
A Paul R. Bartlett 8
A Mrs. Pearl Lemert 10

Fresno 2, 4, 5, 7
A-H California Inland Bcstg. Co. 5
A-H Donroy Bcstg. Co. 4
A-H KARM, George Harm Station 7
A Edward Lasker 7
A-H McClatchey Bcstg. Co. 7
A-H Tele. Fresno Co. 2

Los Angeles 2, 4, 5, 7, 9, 11, 13
CP ABC (KECA-TV) 7
CP Earle C. Anthony, Inc. (KFI-TV) 9
CP KMTR Radio Corp. (KLAC-TV) 13
A-H Don Lee (W6XAO on air) Bcstg. System 2
CP NBC (NKBH) 4
O Paramount Tele. Productions (KTLA) 5
CP Times-Mirror Co. (KTTV) 11

Oakland (see also San Francisco)
A-H KROW Inc. 11

Riverside 6
CP Bcstg. Corp. of America (Mod. pending for 13) (KARO) 1

Sacramento 3, 6, 10
A-H Central Valleys Bcstg. Co. 6
A-H HARMCO Inc 3
T-H McClatchy Bcstg. Co. 10
A-H Sacramento Broadcasters 6

San Diego 3, 8, 10, 12
A-H Airfan Radio Corp. 10
A-H Balboa Bcstg. Co. 3
CP Jack Gross Bcstg. Co. (KFMB-TV) 8
A-H Television Bcstg. Co. 10
A-H Video Bcstg. Co. 3
A-H Leland Holzer 10
A-H Charles E. Salik 6

San Francisco (see also Oakland) 2, 4, 5, 7, 9, 11
CP ABC (KGO-TV) 7
CP Associated Broadcasters Inc. (KPIX) 5
CP Chronicle Pub. Co. (KRON-TV) 4
A-H CBS 9
A-H Don Lee Bcstg. System 2
A-H Paramount Tele. Productions 9
A-H Tele. California 11
A-H 20th Century-Fox 11

San Jose 13
A-H F.M. Radio & Tele. Corp. 13
A-H Radio Diablo 13
A-H Video Bcstg. Co. 13

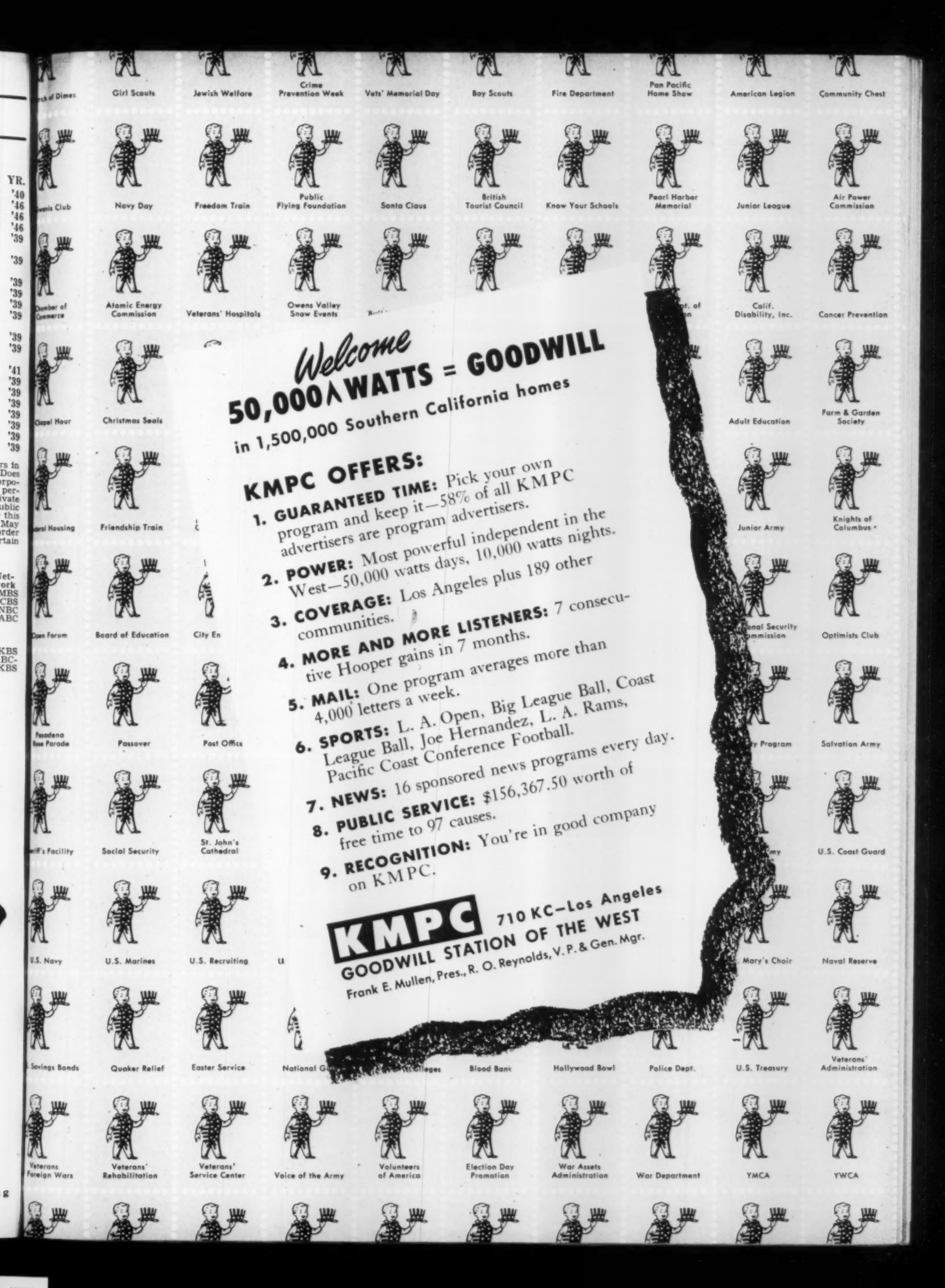
San Luis Obispo 3
A Valley Electric Co. 3

Santa Barbara 6
A M. R. Schacker 6

Stockton 8, 12
CP E. F. Peffer (KGDM-TV) 8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

See page 3 for key to map.


Girl Scouts
Jewish Welfare
Crime Prevention Week
Vets' Memorial Day
Boy Scouts
Fire Department
Pan Pacific Home Show
American Legion
Community Chest
Navy Day
Freedom Train
Public Flying Foundation
Santa Claus
British Tourist Council
Know Your Schools
Pearl Harbor Memorial
Junior League
Air Power Commission
Atomic Energy Commission
Veterans' Hospitals
Owens Valley Snow Events
Calif. Disability, Inc.
Cancer Prevention
Christmas Seals
Adult Education
Farm & Garden Society
Friendship Train
Junior Army
Knights of Columbus
Board of Education
Optimists Club
Passover
Post Office
Salvation Army
Social Security
St. John's Cathedral
U.S. Coast Guard
U.S. Navy
U.S. Marines
U.S. Recruiting
Naval Reserve
Easter Service
Blood Bank
Hollywood Bowl
Police Dept.
U.S. Treasury
Veterans' Administration
Veterans Foreign Wars
Veterans' Rehabilitation
Veterans' Service Center
Voice of the Army
Volunteers of America
Election Day Promotion
War Assets Administration
War Department
YMCA
YWCA
Welcome
50,000 WATTS = GOODWILL
in 1,500,000 Southern California homes
KMPC OFFERS:
1. GUARANTEED TIME: Pick your own program and keep it—58% of all KMPC advertisers are program advertisers.
2. POWER: Most powerful independent in the West—50,000 watts days, 10,000 watts nights.
3. COVERAGE: Los Angeles plus 189 other communities.
4. MORE AND MORE LISTENERS: 7 consecutive Hooper gains in 7 months.
5. MAIL: One program averages more than 4,000 letters a week.
6. SPORTS: L. A. Open, Big League Ball, Coast League Ball, Joe Hernandez, L. A. Rams, Pacific Coast Conference Football.
7. NEWS: 16 sponsored news programs every day.
8. PUBLIC SERVICE: $156,367.50 worth of free time to 97 causes.
9. RECOGNITION: You're in good company on KMPC.
KMPC
710 KC—Los Angeles
GOODWILL STATION OF THE WEST
Frank E. Mullen, Pres., R. O. Reynolds, V. P. & Gen. Mgr.

AM STATIONS

(Continued from page 42)

City		Frequency	Power	Network
Centerville	KSGN	900	1,000-D	
Chico	KHSL	1290	1,000	MBS
		1150	1,000	
Coalinga	*KCOI	1470	500-D	
Corona	*KBUC	1370	500	
Dinuba	KRDU	1130	250-D	
El Centro	KXO	1230	250	MBS
Eureka	KHUM	1240	250	ABC
	KIEM	1480	1,000	MBS
Fort Bragg	*KDAC	1230	250	
Fresno	KARM	1430	5,000	CBS
	KFRE	1340	250	ABC
	KMJ	580	5,000	NBC
	KYNO	1300	1,000	MBS
Glendale	KIEV	870	250-D	
Grass Valley	KGFN	1400	250	KBS
Hanford	KNGS	620	1,000	
Indio	KREO	1400	250	ABC-KBS
Lodi	KCVR	1570	250-D	KBS
Long Beach	KFOX	1280	1,000	
	KGER	1390	5,000	
Los Angeles	KECA	790	5,000	ABC
	KFAC	1330	5,000	
	KFI	640	50,000	NBC
	KFSG	1150	2,500-LS	
			1,000-N	
			ST-KRKD	
	KFVD	1020	5,000	
			L-KDKA	
	KFWB	980	5,000	
	KGFJ	1230	250	
	KHJ	930	5,000	MBS
	*KLAC	570	5,000-LS	
			1,000-N	
Los Angeles	KMPC	710	50,000-LS	
			10,000-N	
			CP-50,000-U	
	KNX	1070	50,000	CBS
	KRKD	1150	2,500-LS	
			1,000-N	
			ST-KFSG	
Marysville	KMYC	1450	250	MBS
Merced	KYOS	1490	250	MBS
		CP-1480	CP-5,000	
Modesto	KTRB	860	1,000	
Monterey	KDON	1240	250	
Mt. Shasta	KWSD	1340	250	
Napa	KVON	1440	500	
Needles	*KSFE	1340	250	
Oakland	KLX	910	1,000	
	KROW	960	1,000	
			CP-5,000	
	KWBR	1310	1,000	
Ontario	KOCS	1510	250-D	
Oroville	KDAN	1340	250	
	*KGEW	980	1,000-D	
Oxnard	*KVNE	910	1,000-D	
Palm Springs	KCMJ	1340	250	CBS
Pasadena	*KAGH	1300	1,000-D	
	KPPC	1240	100	
			SH	
	KWKW	1430	1,000-D	
	KXLA	1110	10,000	
Paso Robles	KPRL	1230	250	MBS-KBS
Pomona	KPMO	1600	500	
Porterville	KTIP	1450	250	KBS
Red Bluff	KBLF	1490	250	
Redding	*KVCV	600	1,000	MBS
Riverside	KPRO	1440	1,000	KBS
Sacramento	KCRA	1320	1,000	NBC
	KFBK	1530	10,000	ABC
			CP-50,000	
	KROY	1240	250	CBS
	KXOA	1490	250	MBS
		CP-1470	CP-1,000	
Salinas	KSBW	1380	1,000	MBS
San Bernardino	KCSB	1350	500-D	
	KFXM	590	1,000	MBS
	KITO	1290	1,000	ABC
	KRNO	1240	250	
San Diego	KFMB	550	1,000	ABC
	KFSD	600	5,000	NBC
	KGB	1360	1,000	MBS
	*KLIK	750	5,000	
	KSDJ	1170	5,000-LS	CBS
			1,000-N	
	KSON	1240	250	KBS
	KUSN	1510	5,000-LS	
			1,000-N	
	KYOR	1130	250-D	
			CP-5,000	
San Fernando	KGIL	1260	1,000	
San Francisco	KFRC	610	5,000	MBS
	KGO	810	50,000	ABC
	KJBS	1100	1,000	
			L-WTAM	
	KNBC	680	50,000	NBC
	KQW	740	5,000	CBS
	KSAN	1450	250	
	KSFO	560	5,000-LS	
			1,000-N	
	KYA	1260	5,000-LS	
			1,000-N	
Sanger	KSGN	900	1,000-D	
San Jose	KEEN	1370	1,000	
	KLOK	1170	5,000-D	
	KQW	(See listing under San Francisco)		
	KSJO	1590	1,000-LS	
			500-N	
	*KXRX	1500	1,000	
San Luis Obispo	KPIK	1340	250	
	KVEC	920	1,000-LS	
			MBS-KBS	
			500-N	
San Mateo	KSMO	1550	1,000	
	KVSM	1050	250-D	
San Rafael	KTIM	1510	1,000-D	
Santa Ana	KVOE	1480	1,000	MBS
Santa Barbara	KDB	1490	250	MBS
	KIST	1340	250	NBC
	KTMS	1250	1,000	ABC
Santa Cruz	*KRUZ	1460	1,000	
	KSCO	1080	1,000-D	
Santa Maria	KCOY	1400	250	ABC
	KSMA	1450	250	
Santa Monica	KOWL	1580	5,000-D	
Santa Paula	*KSPA	1400	250	
Santa Rosa	KSRO	1350	1,000	
Stockton	KGDM	1140	5,000	CBS
			CP-10,000	
	*KSTN	1420	1,000	
	KWG	1230	250	ABC
	KXOB	1280	1,000	MBS
Susanville	*KSUE	1240	250	
Taft	*KTKR	1310	500-D	
Tulare	KCOK	1240	250	MBS
		CP-1270	CP-1,000	
Vallejo	*KGYW	1190	250-D	
Ventura	KVVC	1590	1,000	
	*KVEN	1450	250	
Victorville	*KVRV	960	5,000-D	
Visalia	KKIN	1400	250	
	KTKC	940	5,000	ABC
			CP-50,000	
Watsonville	KHUB	1340	250	
Woodland	*KCRO	930	1,000-D	
Yreka	KSYC	1490	250	KBS
Yuba City	KUBA	1600		500

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Alameda	KONG	104.9	285	0.75
Bakersfield	KERN-FM	94.1	231	9.3
	KMAR	92.5	223	--
Berkeley	KRE-FM	102.9	275	6.8
	KPFA	100.1	261	--
Big Bear Lake	KEVL	96.7	244	0.500
Burbank	KWIK-FM	94.3	232	0.56
Chico	KVCI	101.1	266	11
Colton	KCSB-FM	94.3	232	0.325
Eureka	KRED	96.3	242	4.6
Fresno	KARM-FM	101.9	270	24.5
	KRFM	93.7	229	69.9
	KMJ-FM	97.9	250	34
	KFEY	95.5	238	17
Hollywood	KNX-FM	93.1	226	297
Long Beach	KNOB	103.1	276	0.32
LosAngeles	KCLI	105.1	286	36
	KECA-FM	95.5	238	290
	KFAC-FM	104.3	282	270
	KFI-FM	105.9	290	265
	KHJ-FM	101.1	266	4.8
	KKLA	97.1	246	58
	KMGM	98.7	254	49
	KMAU	97.9	250	--
	KMPC-FM	100.3	262	460
	KRKD-FM	96.3	242	14.4
	KTML	103.5	278	165
	KFMV	94.7	234	44.
	KUSC	91.5	218	2.9
Madera	KVOM	103.9	280	0.260
Marysville	KMYC-FM	99.9	260	4.7
	KSVA	101.5	268	38
Merced	KVME	97.5	248	8.3
Modesto	KBEE	103.3	277	3.4
	KTRB-FM	104.1	281	34
Monterey	KDON-FM	94.5	233	3.2
Oakland	KLX-FM	101.3	267	20
	KROW-FM	95.7	239	0.900
Ontario	KOCS-FM	93.5	228	0.31
Palo Alto	KCRN	97.7	249	--
Pasadena	KAGH-FM	98.3	252	0.33
Redding	KVRE	103.9	280	1
Redlands	KREC	103.9	280	--
Richmond	KRCC	104.5	283	--
Riverside	KPOR	97.5	248	20
	KRCN	99.1	256	--
Sacramento	KCRA-FM	96.1	241	38
	KFBK-FM	96.9	245	--
	KROY-FM	94.5	233	12.6
	KXOA-FM	107.9	300	9.3
Salinas	KSLI	96.9	245	9.4
San Bernardino	KBMT	99.9	260	6.4
	KFXM-FM	95.1	236	10
San Bruno	KSBR	100.5	263	250
San Diego	KFSD-FM	94.1	231	33
	KSDS	91.7	219	3.3
	KFMB-FM	101.5	268	--
	KSDO	96.5	243	48
	KWFM	104.7	284	16

Men who know the Market

Nine local advertisers have bought over FOURTEEN THOUSAND HOURS on KFAC! They've been buying it for as long as sixteen years! One has used almost 5000 hours; another has bought over 4000.

They KNOW "The Music Station" . . . and then BUY it for results!

When you buy time in the rich Southern California market, do as the wise and successful local advertisers do . . .

BUY THE MUSIC STATION!

KFAC

"The Music Station"
FOR SOUTHERN CALIFORNIA

LOS ANGELES
BROADCASTING CO., INC.
645 So. Mariposa Ave.,
Los Angeles 5, Calif.

Represented by

W. S. GRANT CO.
San Francisco-Los Angeles
Chicago-New York

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
San Francisco	KJBS-FM	98.9	255	35
	KQW-FM	103.7	279	44
	KRON-FM	96.5	243	--
	KSFH	94.9	235	15.8
	KGO-FM	106.1	291	1.6
	KNBC-FM	99.7	259	45
	KDFC	102.1	271	33
	KALW	91.7	219	1.5
	KWBR-FM	97.3	247	10
San Jose	KLOK-FM	98.5	253	10
	KRPO	92.3	222	340
	KSJO-FM	95.3	237	1
San Luis Obispo	KVEC-FM	99.9	260	16.7
San Mateo	KSMO-FM	93.3	227	70
	KVSM-FM	100.9	265	0.38
Santa Ana	KVOE-FM	96.7	244	1
Santa Cruz	KRUZ-FM	107.7	299	3.5
SantaMaria	KRJM	103.1	276	0.34
Santa Monica	KCRW	89.9	210	0.46
Santa Rosa	KSRO-FM	102.5	273	6.6
Stockton	KCVN	91.3	217	3.4
	KGDM-FM	92.9	225	39

CALIFORNIA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Alameda	Alameda	16 540	99.4	16 440	
Alhambra	Los Angeles	16 470	99.4	16 370	
Bakersfield	Kern	11 160	98.4	10 980	Con
Banning	Riverside	1 700	98.8	1 680	
Barstow	San Bernardino	1 220	97.5	1 190	
Belvedere	Los Angeles	11 500	97.4	11 200	
Berkeley	Alameda	40 040	99.4	39 800	
Beverly Hills	Los Angeles	10 860	99.7	10 830	
Blythe	Riverside	1 090	96.3	1 050	
Brawley	Imperial	3 840	89.8	3 450	Con
Burbank	Los Angeles	22 060	99.4	21 930	
Calexico	Imperial	1 710	91.2	1 560	Con
Chico	Butte	3 590	97.8	3 510	
Dinuba	Tulare	1 520	96.1	1 460	
El Centro	Imperial	3 540	94.9	3 360	Con
Eureka	Humboldt	6 780	96.0	6 510	Con
Fresno	Fresno	22 860	97.7	22 330	Con - Hooper
Glendale	Los Angeles	33 490	99.4	33 290	
Grass Valley	Nevada	2 310	98.3	2 270	
Huntington Park	Los Angeles	9 830	99.0	9 370	
Indio	Riverside	1 060	96.2	1 020	
Inglewood	Los Angeles	13 220	99.7	13 180	
Lodi	San Joaquin	4 500	97.3	4 380	Con
Long Beach	Los Angeles	75 400	99.0	74 650	
Los Angeles	Los Angeles	630 670	98.4	620 580	Con - Hooper
Marysville	Yuba	2 500	96.0	2 400	Con
Merced	Merced	3 630	84.3	3 060	Con
Modesto	Stanislaus	6 660	98.0	6 530	Con
Monterey	Monterey	3 550	96.3	3 420	
Mount Shasta	Siskiyou	810	97.5	790	
Napa	Napa	3 350	98.2	3 290	
Oakland	Alameda	140 570	98.7	138 740	Hooper
Ontario	San Bernardino	5 630	98.0	5 520	
Palm Springs	Riverside	1 170	95.7	1 120	Con
Palo Alto	Santa Clara	7 380	99.5	7 340	
Pasadena	Los Angeles	35 300	98.7	34 840	
Paso Robles	San Luis Obispo	1 290	96.1	1 240	
Pomona	Los Angeles	9 760	99.0	9 660	
Porterville	Tulare	2 530	95.7	2 420	
Red Bluff	Tehama	1 590	95.6	1 520	
Redding	Shasta	3 250	96.9	3 150	Con
Redlands	San Bernardino	6 090	97.0	5 910	
Richmond	Contra Costa	30 950	98.7	30 550	
Riverside	Riverside	13 660	98.7	13 480	Con
Sacramento	Sacramento	42 130	98.1	41 330	Con - Hooper

(Continued on page 48)

BROADCASTING
FOR 17* YEARS
HAS BEEN
THE FAVORITE PUBLICATION
OF
RADIO BUYERS

*Independent surveys on request.

The 1-2* SALES PUNCH

In the Nation's 3rd Market

•

WARNER BROS.

KFWB

HOLLYWOOD
dial 980

•

*Coverage
plus
*Audience

When spending radio dollars choose the BEST BUY!

you'll See . . .
. . . you'll Agree
It's
KFWB

Represented Nationally by
WILLIAM G. RAMBEAU CO.

ARE YOU MISSING THE BOAT ON THE PACIFIC COAST?

IF YOU AREN'T USING Don Lee to cover the Pacific Coast, you're missing the boat in radio. Only the Don Lee network, with 45 stations, can release your message from within the buying market, where people listen to their local network station rather than out of town or distant stations.

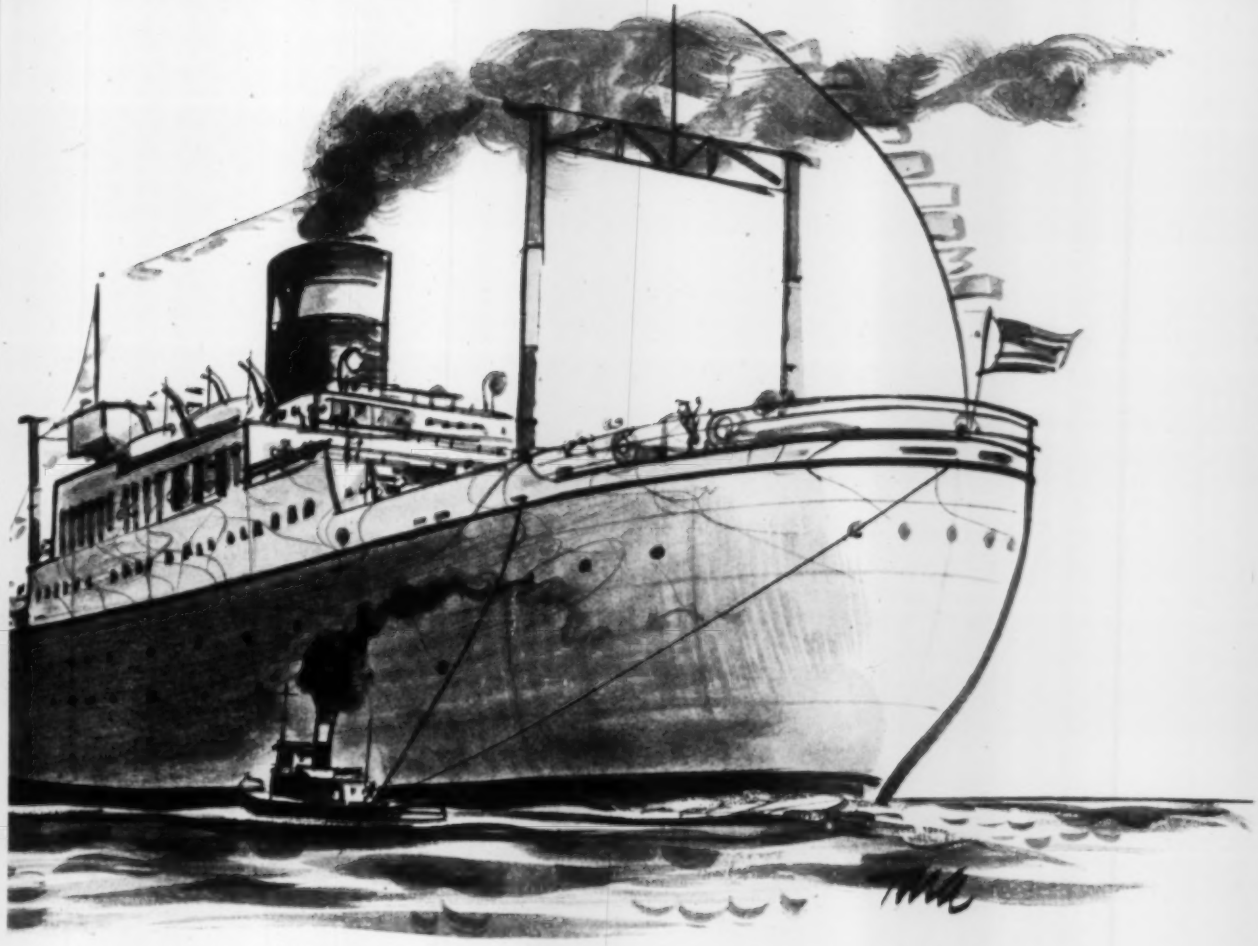
The Pacific Coast has 18 "Inside" market counties (metropolitan county areas of the nine cities in which *all four networks have stations).* To cover the balance of the Pacific Coast, or the 115 "Outside" market counties, there is a total of 48 stations of all networks. Of these stations, Don Lee has 32, *twice as many* as the other three networks *combined!*

The Nation's Greatest Regional Network

LEWIS ALLEN WEISS, *President*

WILLET H. BROWN,
Executive Vice-President

SYDNEY GAYNOR, *Gen. Sales Mgr.*



ONLY DON LEE DELIVERS BOTH PACIFIC COAST MARKETS

	"INSIDE"	"OUTSIDE"	"INSIDE" AND "OUTSIDE" COMBINED
Population	9,206,100	4,427,600	13,633,700
Radio Families	2,772,500	1,280,000	4,052,500
Retail Sales	$10,836,386,000	$4,013,687,000	$14,850,073,000
Buying Income	$16,489,781,000	$5,575,847,000	$22,065,628,000

REMEMBER: In addition to coverage facilities in the "Inside" market equal to those of any other network, Don Lee has 100% more coverage facilities for the "Outside" market than all other Pacific Coast networks combined. Don't miss the boat on the Pacific Coast—buy Don Lee!

1313 NORTH VINE STREET
HOLLYWOOD 28, CALIF.

Represented Nationally by
JOHN BLAIR & COMPANY

CALIFORNIA RADIO MARKETS BY CITIES

(Continued from page 45)

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Salinas	Monterey	4 330	98.2	4 250	Con
San Bernardino	San Bernardino	17 650	97.1	17 140	Con
San Bruno	San Mateo	3 030	97.7	2 960	
San Buenaventura	Ventura	5 480	98.5	5 400	
San Diego	San Diego	83 750	98.4	82 410	Con - Hooper
San Fernando	Los Angeles	3 260	97.2	3 170	
San Francisco	San Francisco	291 760	98.0	285 970	Con - Hooper
Sanger	Fresno	1 500	94.7	1 420	
San Jose	Santa Clara	28 430	98.4	27 980	Con
San Luis Obispo	San Luis Obispo	3 670	98.1	3 600	Con
San Mateo	San Mateo	9 680	99.4	9 620	
San Rafael	Marin	3 780	98.9	3 740	
Santa Ana	Orange	13 450	98.1	13 190	
Santa Barbara	Santa Barbara	14 950	98.1	14 670	Con
Santa Cruz	Santa Cruz	8 020	97.8	7 840	
Santa Maria	Santa Barbara	3 190	97.8	3 120	
Santa Monica	Los Angeles	23 260	99.0	23 030	
Santa Rosa	Sonoma	5 560	98.4	5 470	Con
South Gate	Los Angeles	13 680	99.4	13 600	
Stockton	San Joaquin	19 440	97.4	18 930	Con
Tulare	Tulare	3 090	96.1	2 970	Con
Turlock	Stanislaus	2 000	98.0	1 960	
Visalia	Tulare	3 300	97.3	3 210	Con
Watsonville	Santa Cruz	3 350	97.3	3 260	Con
Yreka	Siskiyou	1 230	97.6	1 200	

CALIFORNIA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Alameda	235,530	98.9	232,900	136,335	134,634	81,498	654,997	853,826
Alpine	160	93.8	150	(A-1)	175	90	----	145
Amador	4,220	97.2	4,100	891	757	389	7,305	6,670
Butte	18,640	96.9	18,060	4,715	7,178	3,597	34,199	56,700
Calaveras	4,340	96.5	4,190	505	1,078	594	4,104	6,670
Colusa	4,040	97.8	3,950	1,085	751	328	11,605	11,117
Contra Costa	63,210	98.7	62,390	16,173	43,896	26,869	115,878	206,786
Del Norte	2,410	95.4	2,300	247	749	392	2,352	5,559
Eldorado	6,340	95.7	6,070	1,112	1,791	865	5,777	14,452
Fresno	66,760	97.4	65,010	25,913	35,507	20,075	178,992	279,049
Glenn	5,320	97.7	5,200	1,373	1,154	557	2,003	15,565
Humboldt	21,130	96.8	20,450	5,512	8,981	4,306	39,196	54,476
Imperial	17,610	93.2	16,410	3,218	6,134	2,998	26,301	62,258
Inyo	3,860	95.6	3,690	684	4,252	2,107	4,203	13,341
Kern	54,570	97.1	52,990	17,521	21,786	12,515	91,006	205,674
Kings	13,160	96.8	12,740	3,165	4,429	2,448	24,772	41,135
Lake	4,050	97.8	3,960	808	753	359	4,994	11,117
Lassen	6,280	97.8	6,140	1,841	3,750	2,596	8,379	15,565
Los Angeles	1,222,880	98.7	1,206,930	586,060	968,689	612,139	3,297,772	4,622,519
Madura	7,080	95.6	6,770	1,532	2,022	994	12,919	25,571
Marin	20,020	99.2	19,850	11,249	7,144	4,320	44,447	62,258
Mariposa	3,120	95.5	2,980	359	602	251	676	5,559
Mendocino	10,500	96.5	10,130	2,376	2,358	1,174	16,058	30,017
Merced	18,180	94.7	17,210	3,724	5,256	2,651	35,537	58,923
Modoc	3,670	96.7	3,550	418	629	307	4,243	11,117
Mono	1,190	95.0	1,130	41	77	42	----	1,112
Monterey	27,290	97.5	26,620	11,943	14,814	7,720	79,349	112,287
Napa	11,180	98.3	10,990	4,410	4,472	2,509	29,100	41,135

Check KFVD

- COMPLETE SOUTHERN CALIFORNIA COVERAGE
- CENTER OF THE DIAL LOCATION
- GREATEST DOLLAR VALUE

—NEXT TIME

Check KFVD

5000 WATTS ON 1020 KC.

LOS ANGELES

REPRESENTED BY

GENE GRANT & CO. — DONALD COOKE, INC.

KAGH Pasadena Gives You . . .

MORE For your advertising dollar . . .

BOTH AM and FM for the same price

WITH transmitter located in Pasadena . . . the richest area of a rich market . . . KAGH delivers your message to people who BUY . . . often and in quantity! Promotion includes the most forceful newspaper and billboard campaign in the area . . . another KAGH—KAGH FM plus value.

YOU'LL BE SURPRISED . . .

. . . at the surprisingly low rates of the KAGH-KAGH FM combination. Take advantage of lower cost-per-impression! Ask about our national spot and local success stories. Write, wire or call.

**The nation's third largest market with retail sales of $2,660,866,000 and effective buying income per family of $4,131.*

KAGH — KAGH-FM

lucky 1300 kc 1000 watts

98.3 MC Center of the dial

Channel 252

PASADENA 1, CALIF. — Pete Watts, Mgr.

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Nevada	8,530	97.4	8,310	1,905	1,890	913	9,851	18,900
Orange	57,120	98.5	56,280	18,781	25,276	13,815	128,365	181,215
Placer	12,000	97.3	11,680	3,390	2,928	1,401	20,424	34,464
Plumas	5,490	96.9	5,320	600	1,706	814	3,969	12,229
Riverside	43,930	97.0	42,610	12,616	23,760	12,163	78,726	151,198
Sacramento	67,050	97.9	65,610	34,147	38,354	21,032	193,583	295,726
San Benito	4,100	97.6	4,000	1,503	1,086	523	13,338	13,341
San Bernardino	69,120	97.4	67,310	21,429	28,847	16,304	104,233	237,915
San Diego	121,200	98.2	119,030	56,725	73,542	41,885	329,813	502,511
San Francisco	291,760	98.0	285,970	171,171	283,779	182,051	1,986,610	1,267,397
San Joaquin	46,530	97.5	45,380	18,112	27,053	15,301	160,896	213,456
San Luis Obispo	13,950	97.1	13,540	5,339	4,720	2,320	29,104	50,028
San Mateo	52,040	98.9	51,480	24,003	22,529	13,128	93,437	163,428
Santa Barbara	28,730	97.9	28,140	14,765	12,352	6,277	76,539	106,728
Santa Clara	72,060	98.5	71,010	39,650	37,330	21,935	183,110	262,374
Santa Cruz	21,270	97.8	20,810	7,807	8,357	4,279	48,791	66,705
Shasta	13,240	95.9	12,700	2,011	4,016	1,926	14,035	35,576
Sierra	1,630	96.3	1,570	117	237	130	822	1,112
Siskiyou	13,450	97.3	13,090	2,599	4,674	2,441	18,109	30,017
Solano	20,240	98.7	19,980	9,498	10,088	5,800	57,828	95,611
Sonoma	29,440	98.4	28,970	9,952	10,824	5,623	80,140	96,723
Stanislaus	31,940	97.8	31,250	9,426	12,331	6,498	84,063	124,517
Sutter	7,140	96.8	6,910	251	1,121	614	9,567	14,452
Tehama	6,020	97.2	5,850	1,264	2,040	1,095	10,622	16,677
Trinity	1,880	94.7	1,780	291	136	43	600	3,335
Tulare	36,940	96.5	35,640	9,430	11,258	5,523	81,361	123,405
Tuolumne	5,780	97.2	5,620	821	1,579	796	5,550	12,229
Ventura	26,070	97.7	25,470	8,056	8,544	4,626	64,623	85,604
Yolo	10,110	97.3	9,840	2,769	2,349	1,712	25,158	33,353
Yuba	7,500	95.9	7,190	2,989	3,924	1,989	19,017	36,688

(A-1) Served from adjoining county.

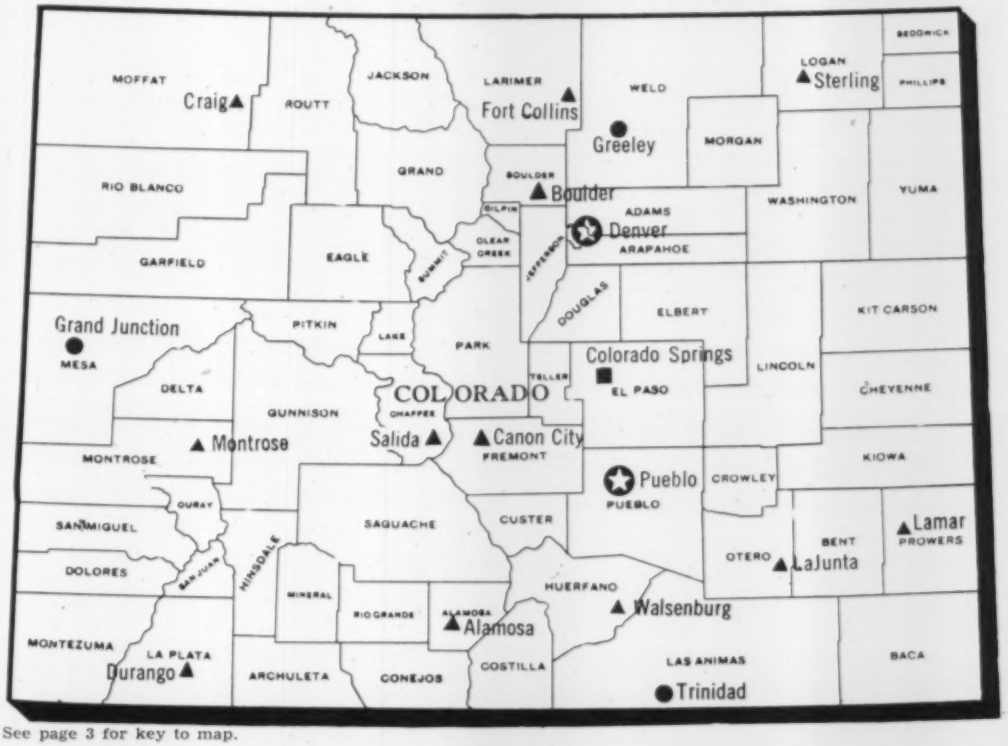
Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

COLORADO

AM STATIONS

City		Frequency	Power	Network
Alamosa	KGIW	1450	250	KBS
			SH	
Boulder	KBOL	1490	250	KBS
Canon City	KRLN	1400	250-D	KBS
Colorado Springs	*KCSM	1450	250	
	KRDO	1240	250	
	KVOR	1300	1,000	CBS
Craig	*KRAI	1230	250	
Denver	KFEL	950	5,000	MBS
	*KGMI	1430	1,000-D	
	KLZ	560	5,000	CBS
	KMYR	1340	250	
	KOA	850	50,000	NBC
	KPOF	910	5,000-LS	
			1,000-N	
			ST-KFKA	
	KVOD	630	5,000	ABC
	KTLN	990	1,000-D	
Durango	KIUP	1400	250	
Fort Collins	KCOL	1400	250	KBS
Grand Junction	KEXO	1230	250	
	KFXJ	920	1,000-LS	
			MBS-KBS	
			500-N	
Greeley	KFKA	CP-1310	CP-1,00	
			ST-KPOF	
	KYOU	1450	250	
La Junta	KOKO	1400	250	KBS
Lamar	*KLMR	1340	250	
Montrose	KUBC	1240	250	
Pueblo	*KADP	1490	250	
	KCSJ	590	1,000	MBS
	KDZA	1230	250	
	KGHF	1350	1,000-LS	ABC
			500-N	
	*KROM	930	5,000-LS	
			1,000-N	
Salida	*KVRH	1340	250	
Sterling	KGEK	1230	100	KBS
			SH	
Trinidad	KCRT	1240	250	KBS
	KSFT	1280	1,000-LS	MBS
			500-N	
Walsenburg	*KPHC	1450	250	

* Construction Permit.



See page 3 for key to map.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Denver	KFEL-FM	97.3	247	--
Denver	KLZ-FM	94.1	231	5.3
Denver	KOA-FM	95.7	239	43
Pueblo	KROM-FM	98.1	251	--

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Denver 2, 4, 5, 7, 9			
A-H	Alladin Tele. Inc.		9
A-H	Daniels & Fisher Stores		4
A-H	KLZ Bcstg. Co.		7
A-H	KMYR Bcstg. Co.		4
A-H	Landon Tele. Bcstg. Co.		5
A	Edward Lasker		2
A	Gifford Phillips		9
A-H	Denver Tele. Co.		2

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

MARKET INDICATORS FOR COLORADO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	1,144,000	'47	1,123,296	'40
BMB Families	315,700	'48	332,100	'46
Per Cent Radio	96.7	'48	91.4	'46
Radio Families	305,300	'48	303,600	'46
Number of Business Concerns (1)	19,393	'46	20,834	'39
Domestic Urban Electric Consumers	249,000	'46	199,000	'39
Private & Commercial Passenger Auto Registrations	302,320	'46	285,787 †	'39
Business Telephones	107,700	'46	76,400	'39
Residential Telephones	215,900	'46	128,800	'39
Nonagricultural Employment (2)	271,000	'46	228,000	'39
Total Income Payments to Individuals	$1,695,000,000	'47	563,000,000	'39
Per Capita Income Payments	$ 1,482	'47	505	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 41,574,000	'46	9,749,000	'41
Bank Deposits	$1,088,000,000	'46	344,000,000	'39
Drug Store Sales	$ 49,361,000	'46	19,867,000	'39
Gross Postal Receipts (4)	$ 10,439,000	'46	7,054,000	'39
Total Private Construction	$ 76,200,000	'46	28,100,000	'39
Private Residential Building	$ 37,500,000	'46	14,600,000	'39
Private Nonresidential Building	$ 22,800,000	'46	4,400,000	'39
Farm Construction	$ 5,700,000	'46	3,300,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † State, county and municipal vehicles included.

COLORADO RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Alamosa	Alamosa	1 430	95.8	1 370	
Boulder	Boulder	3 910	98.5	3 850	Con
Canon City	Fremont	1 530	96.1	1 470	
Colorado Springs	El Paso	11 110	97.6	10 840	Con
Craig	Moffat	680	97.1	660	
Denver	Denver	90 760	98.0	88 930	Con - Hooper
Durango	La Plata	1 570	94.9	1 490	
Fort Collins	Larimer	3 560	97.8	3 480	Con
Grand Junction	Mesa	3 350	96.7	3 240	Con
Greeley	Weld	4 480	97.1	4 350	Con
La Junta	Otero	1 880	95.2	1 790	Con
Montrose	Montrose	1 280	94.5	1 210	
Pueblo	Pueblo	13 080	96.7	12 650	Con
Sterling	Logan	1 950	96.9	1 890	
Trinidad	Las Animas	3 310	91.2	3 020	Con

COLORADO RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	6,050	96.0	5,810	1,446	1,001	430	3,119	11,519
Alamosa	2,640	95.5	2,520	970	1,077	454	5,176	14,085
Arapahoe	9,360	98.0	9,170	5,182	3,491	1,768	8,192	24,362
Archuleta	940	92.6	870	152	143	39	484	1,977
Baca	2,110	94.3	1,990	271	341	111	3,322	3,545
Bent	2,520	94.8	2,390	644	600	196	2,451	5,196
Boulder	11,090	97.8	10,850	6,029	4,737	1,969	18,535	35,513
Chaffee	2,480	95.2	2,360	933	758	265	2,314	9,200
Cheyenne	1,010	97.0	980	192	125	38	1,218	1,895
Clear Creek	1,230	97.6	1,200	302	400	157	402	4,118
Conejos	2,520	92.1	2,320	432	229	68	1,628	4,624
Costilla	1,640	90.9	1,490	100	171	26	----	1,766
Crowley	1,470	95.9	1,410	314	327	107	1,437	3,318
Custer	600	93.4	560	139	65	34	----	931
Delta	4,950	95.6	4,730	2,033	1,045	374	6,577	12,009
Denver	90,760	98.0	88,930	74,619	116,126	58,191	342,384	527,459
Dolores	610	93.4	570	16	268	172	----	686
Douglas	1,220	96.7	1,180	370	294	154	693	2,124
Eagle	1,460	97.3	1,420	309	507	247	1,332	3,889
Elbert	1,650	95.8	1,580	501	89	20	1,189	2,026
El Paso	16,730	97.6	16,330	11,196	11,697	4,998	41,098	74,784
Fremont	5,450	96.0	5,230	1,899	2,030	904	7,015	14,689
Garfield	3,210	96.0	3,080	1,217	960	399	6,611	9,673
Gilpin	570	96.5	550	62	69	20	----	997
Grand	1,100	96.4	1,060	352	259	89	1,352	4,477
Gunnison	1,830	96.7	1,770	549	827	468	2,304	5,540
Hinsdale	160	----	160	11	----	----	----	131
Huerfano	4,000	91.0	3,640	644	1,458	728	2,964	10,718
Jackson	580	96.6	560	225	218	113	----	1,519
Jefferson	9,800	98.4	9,640	4,819	2,159	909	3,715	18,769
Kiowa	930	95.7	890	85	75	22	1,044	1,487
Kit Carson	2,320	95.7	2,220	531	478	125	3,584	5,050
Lake	1,970	97.5	1,920	495	1,669	951	522	8,873
La Plata	4,030	94.0	3,790	1,227	1,461	526	6,501	14,755
Larimer	10,070	97.5	9,820	4,781	3,605	1,300	14,196	37,210
Las Animas	7,950	91.8	7,300	1,971	3,299	1,369	7,907	22,368
Lincoln	1,920	96.4	1,850	579	338	105	3,261	4,919
Logan	4,660	96.6	4,500	1,902	1,672	628	8,573	17,107
Mesa	9,430	96.2	9,070	5,160	3,830	1,544	14,722	33,937
Mineral	280	96.4	270	34	60	23	14,722	806
Moffat	1,410	96.5	1,360	485	694	339	1,517	4,885
Montezuma	2,820	94.3	2,660	536	587	189	3,825	6,797
Montrose	4,300	95.3	4,100	1,397	1,078	363	6,020	13,316
Morgan	4,630	95.9	4,440	2,153	1,283	496	7,317	15,947
Otero	6,560	95.1	6,240	3,031	2,456	887	10,564	20,484
Ouray	630	98.4	620	199	148	71	754	1,683
Park	910	95.6	870	200	136	58	382	2,663
Phillips	1,560	97.4	1,520	854	327	95	2,967	4,184
Pitkin	620	96.8	600	127	176	46	166	752
Prowers	3,560	96.9	3,450	1,093	1,379	559	6,141	10,391
Pueblo	17,870	96.5	17,250	11,438	15,138	6,184	37,801	75,510
Rio Blanco	830	97.6	810	306	285	106	1,191	2,598
Rio Grande	3,330	94.3	3,140	1,007	723	254	3,106	11,928
Routt	2,960	97.0	2,870	802	1,593	919	2,961	9,134
Saguache	1,470	94.6	1,390	590	188	55	2,377	3,202
San Juan	420	97.6	410	83	325	197	----	1,372
San Miguel	1,220	94.3	1,150	206	333	188	----	2,206
Sedgwick	1,390	97.1	1,350	464	338	137	2,319	4,820
Summit	710	97.2	690	54	87	20	----	1,046
Teller	2,080	97.1	2,020	247	639	213	1,770	5,719
Washington	2,420	96.3	2,330	612	220	65	2,376	3,497
Weld	17,170	96.9	16,630	6,050	5,424	2,536	26,176	43,512
Yuma	3,530	96.9	3,420	1,293	551	194	5,384	8,365

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

IN DENVER COLORADO IT'S....

KVOD

630 KC.

5000 WATTS

Affiliate Station

American Broadcasting Co.

B. M. B.

Gives KVOD coverage in 6 states

104 counties day

93 counties night

370,127 Radio Families in area day

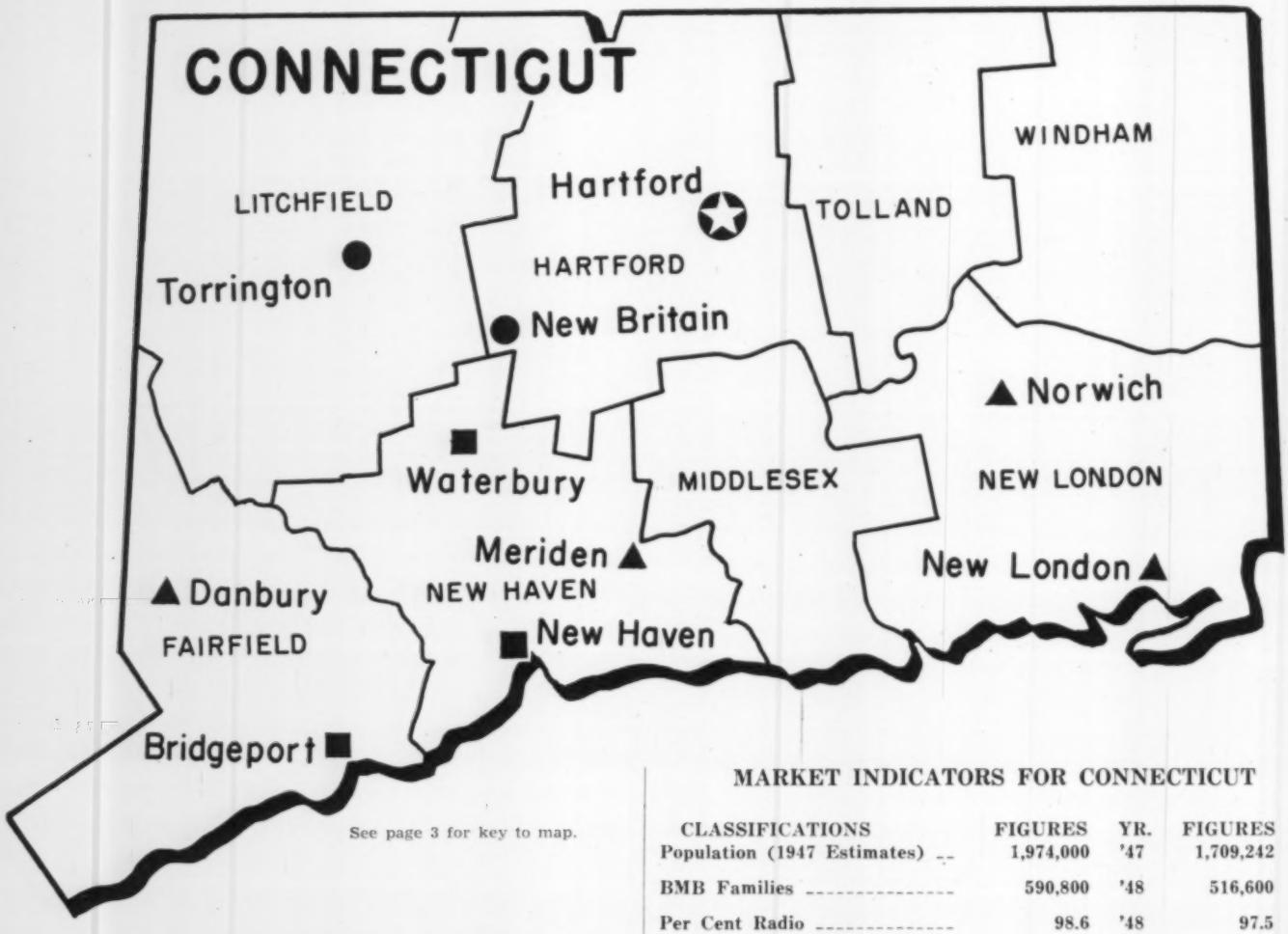
359,920 Radio Families in area night

- Metropolitan Denver has a Population of 438,700 (sales management)
- Largest City between Missouri River and Pacific Coast
- Retail Sales They buy $570,580,000
- Wholesale Sales They sell $813,398,000
- Denver County (per family) $4,475
- State (per family) $4,139
- A perfect market for anything for the home

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

NATIONAL REPRESENTATIVES



See page 3 for key to map.

CONNECTICUT

AM STATIONS

City	Call Letters	Frequency	Power	Network
Bridgeport	WICC	600	1,000-LS 500-N	MBS
	WLIZ	1300	1,000-D	
	WNAB	1450	250	ABC
Bristol	*WBIS	1440	500-D	
Danbury	*WLAD	800	250-D	
Hartford	WCCC	1290	500-D	
	WDRC	1360	5,000	CBS
	WONS	1410	5,000	MBS
	WTHT	1230	250	ABC
	WTIC	1080	50,000	NBC
Meriden	WMMW	1470	1,000-D	
New Britain	*WHAY	910	5,000	
	WKNB	840	1,000-D	
NewHaven	WAVZ	1260	1,000-D	
	WELI	960	1,000	ABC
	WNHC	1340	250	
New London	WNLC	1490	250	ABC-MBS
Norwalk	*WNLK	1350	500-D	
Stamford	WSTC	1400	250	ABC
Torrington	WLCR	990	1,000-D	
	*WTOR	1490	250	
Waterbury	WATR	1320	1,000	ABC
	WBRY	1590	5,000	CBS
	WWCO	1240	250	MBS

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Bridgeport	WITE	97.5	248	20
	WNAB-FM	99.9	260	20
	WBTC	101.5	268	20
Danbury	WLAD-FM	98.3	252	0.15
	WFIR	94.5	233	--
Greenwich	WGCH	95.9	240	--
Hartford	WDRC-FM	93.7	229	7
	WTIC-FM	96.5	243	8
	WONS-FM	102.9	275	10.2
	WTHT-FM	106.1	291	5.6
Meriden	WMMW-FM	95.7	239	7
New Britain	WKNB-FM	103.7	279	20
New Haven	WBIB	100.7	264	20
	WNHC-FM	99.1	256	20
	WEMI	107.9	300	20
	WAVZ-FM	95.1	236	20
New London	WNLC-FM	99.5	258	20
Stamford	WSTC-FM	96.7	244	0.5
Waterbury	WBRY-FM	102.5	273	10.2
	WWCO-FM	105.3	287	20

TV STATIONS

Bridgeport

A Yankee Network 10

Hartford 8, 10

A-H Conn. Bcstg. Co. 10
A-H Hartford Times 10
A-H Travelers Bcstg. Service Corp. 10

New Haven 6

O Elm City (WNHC-TV) Bcstg. Corp. 6

Waterbury 12

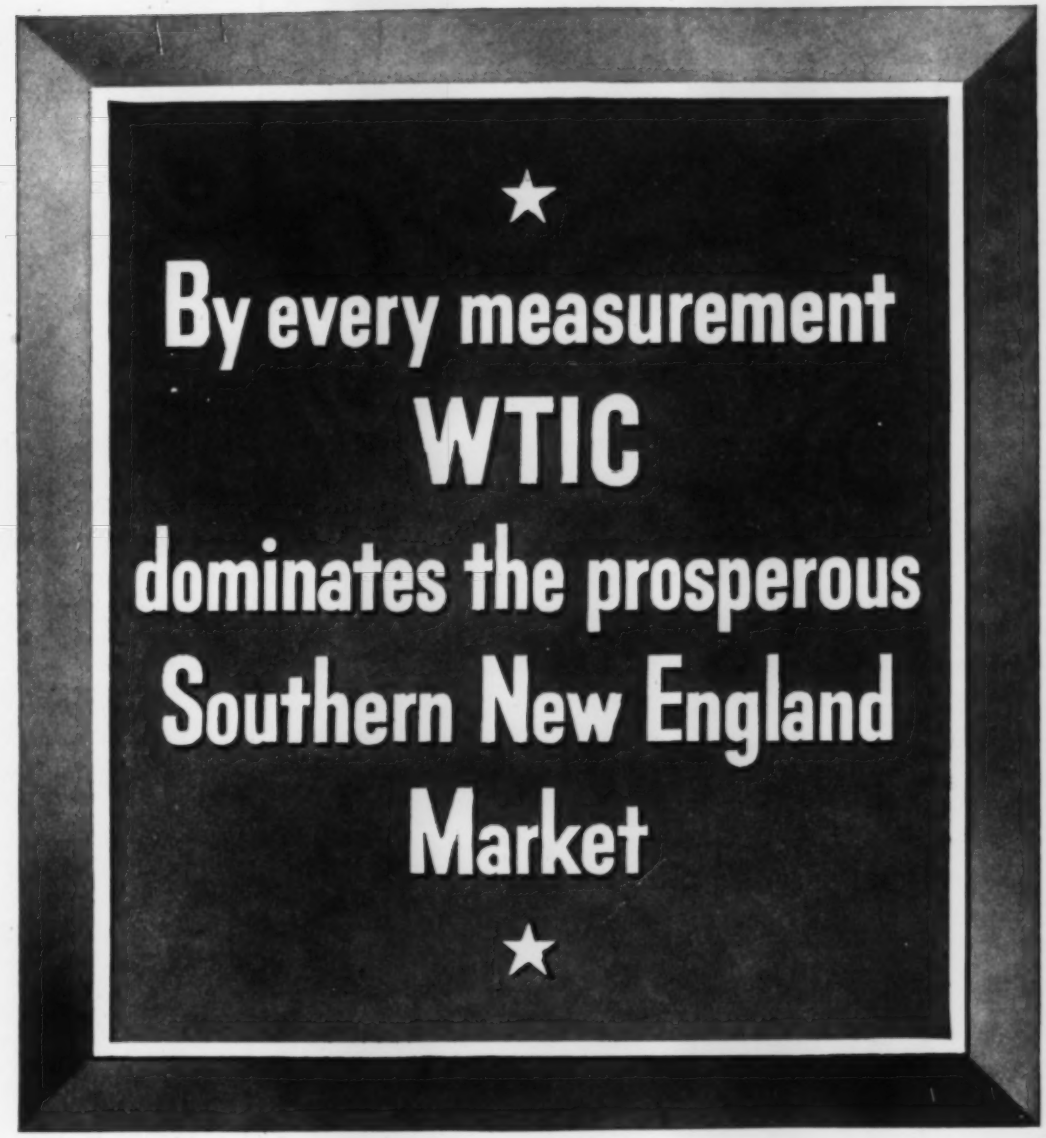
A-H Nutmeg State Bcstg. Co. 12
A-H Conn. Radio Foundation 12

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

MARKET INDICATORS FOR CONNECTICUT

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	1,974,000	'47	1,709,242	'40
BMB Families	590,800	'48	516,600	'46
Per Cent Radio	98.6	'48	97.5	'46
Radio Families	582,500	'48	503,900	'46
Number of Business Concerns (1)	33,812	'46	31,626	'39
Domestic Urban Electric Consumers	496,000	'46	435,000	'39
Private & Commercial Passenger Auto Registrations	470,215	'46	386,131	'39
Business Telephones	182,100	'46	126,700	'39
Residential Telephones	420,500	'46	243,100	'39
Nonagricultural Employment (2)	674,000	'46	548,000	'39
Total Income Payments to Individuals	$3,299,000,000	'47	1,301,000,000	'39
Per Capita Income Payments	$ 1,671	'47	764	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 64,768,000	'46	25,025,000	'41
Bank Deposits	$2,630,000,000	'46	1,377,000,000	'39
Drug Store Sales	$ 53,143,000	'46	26,243,000	'39
Gross Postal Receipts (4)	$ 17,213,000	'46	11,661,000	'39
Total Private Construction	$ 103,300,000	'46	64,200,000	'39
Private Residential Building	$ 26,100,000	'46	35,100,000	'39
Private Nonresidential Building	$ 56,000,000	'46	18,500,000	'39
Farm Construction	$ 2,000,000	'46	1,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.



Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

WTIC's 50,000 watts represented nationally by Weed & Co.

CONNECTICUT RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Bridgeport	Fairfield	49 280	99.0	48 800	Con
Bristol	Hartford	9 590	99.5	9 540	
Danbury	Fairfield	7 540	98.1	7 400	Con
Hartford	Hartford	55 430	99.9	55 350	Con - Hooper
Meriden	New Haven	13 490	99.0	13 360	
Middletown	Middlesex	7 260	98.9	7 180	
New Britain	Hartford	21 600	99.7	21 530	Con
New Haven	New Haven	53 200	99.0	52 650	Con
New London	New London	10 200	97.5	9 950	Con
Norwalk	Fairfield	13 620	99.1	13 500	
Norwich	New London	8 000	97.0	7 760	Con
Stamford	Fairfield	15 360	99.0	15 210	Con
Torrington	Litchfield	8 990	99.4	8 940	Con
Waterbury	New Haven	31 820	99.0	31 500	Con
West Hartford	Hartford	11 170	99.5	11 110	
West Haven	New Haven	10 180	98.6	10 040	
Willimantic	Windham	4 100	96.3	3 950	

CONNECTICUT RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Fairfield	145,070	98.8	143,400	76,951	138,636	82,830	519,575	486,263
Hartford	152,780	99.3	151,690	83,515	167,259	98,175	689,714	528,698
Litchfield	31,690	97.7	30,970	18,381	22,802	11,164	86,815	76,053
Middlesex	20,180	97.9	19,750	10,302	14,632	7,768	66,576	53,127
New Haven	166,010	98.9	164,110	84,291	153,517	86,866	513,677	500,592
New London	43,830	96.9	42,470	18,901	31,165	16,909	131,311	122,898
Tolland	11,180	96.2	10,760	3,063	5,538	2,865	29,084	18,447
Windham	20,060	96.5	19,350	9,861	14,438	6,940	37,318	50,956

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

WCCC **1290**

THE

»»M»»U»»S»»I»»C»»

STATION

NEWS EVERY HOUR

HARTFORD, CONN.

1290 **WCCC**

We Cover Central Connecticut

★ WBRY ★ WBRY ★ WBRY ★ WBRY ★

Not Just So Many Minutes—But Also

EFFECTIVE CO-OPERATION

Is What You Get When You

BUY WBRY

5000 Watts — CBS In Waterbury, Conn.

An Agency Executive Writes:
"I can't resist expressing my enthusiasm over your terrific promotion of . . . ."

A Network Advertiser Writes:
"It is one of the best ads for a radio program that we have ever received from stations we use."

A Network Executive Writes:
"The more I see of your reports, the more convinced I am that you folks in Waterbury do one of the smoothest promotion jobs of any station on the network . . . yes, or any other network."

WBRY Covers Waterbury, PLUS the Rich Naugatuck Valley Industrial Area

Population 480,000 Radio Families 116,250

Total Retail Sales $370,401,000

WBRY (CBS) **1590** on your dial

Owned and Operated By The Waterbury Republican-American

Represented By Avery-Knodel, Inc.

New York - Chicago - Los Angeles - San Francisco - Atlanta

★ WBRY ★ WBRY ★ WBRY ★ WBRY ★

DELAWARE

RADIO MARKET FOR CITY OF WILMINGTON

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Wilmington	New Castle	33 500	96.2	32 240	Con

☆ ☆ ☆

DELAWARE RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Kent	10,820	91.6	9,910	2,779	4,563	1,909	25,952	23,862
New Castle	53,400	96.9	51,750	30,284	58,318	35,247	319,004	179,409
Sussex	16,680	92.6	15,440	5,696	11,015	4,731	34,419	44,772

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

DELAWARE'S HOME OWNED AND OPERATED STATION

WAMS Is Doing A Great Job In

WILMINGTON, DELAWARE

WAMS
1000 WATTS-1380 KC
WAMS-FM
20,000 WATTS-96.1 MGS

Basic MUTUAL Outlet

Covering the 35th Largest Wholesale Market in the United States!

Completely • Economically • Day and Night

MARKET FACTS THAT DELIVER EXTRA SALES!

★ The State of Delaware ranks 6th of all the United States in employment payrolls.

★ Delaware is the 18th state in the nation in net cash income per farm.

★ Delaware ranks 22nd in the nation in retail sales per family, surpassing Pennsylvania, New York, Massachusetts and Maryland.

★ The Wilmington metropolitan area ranks 4th as the highest per capita income area in the United States.

★ The City of Wilmington ranks 40th in the United States cities in net effective buying income, per family.

★ The Wilmington metropolitan area ranks 53rd in population in the United States.

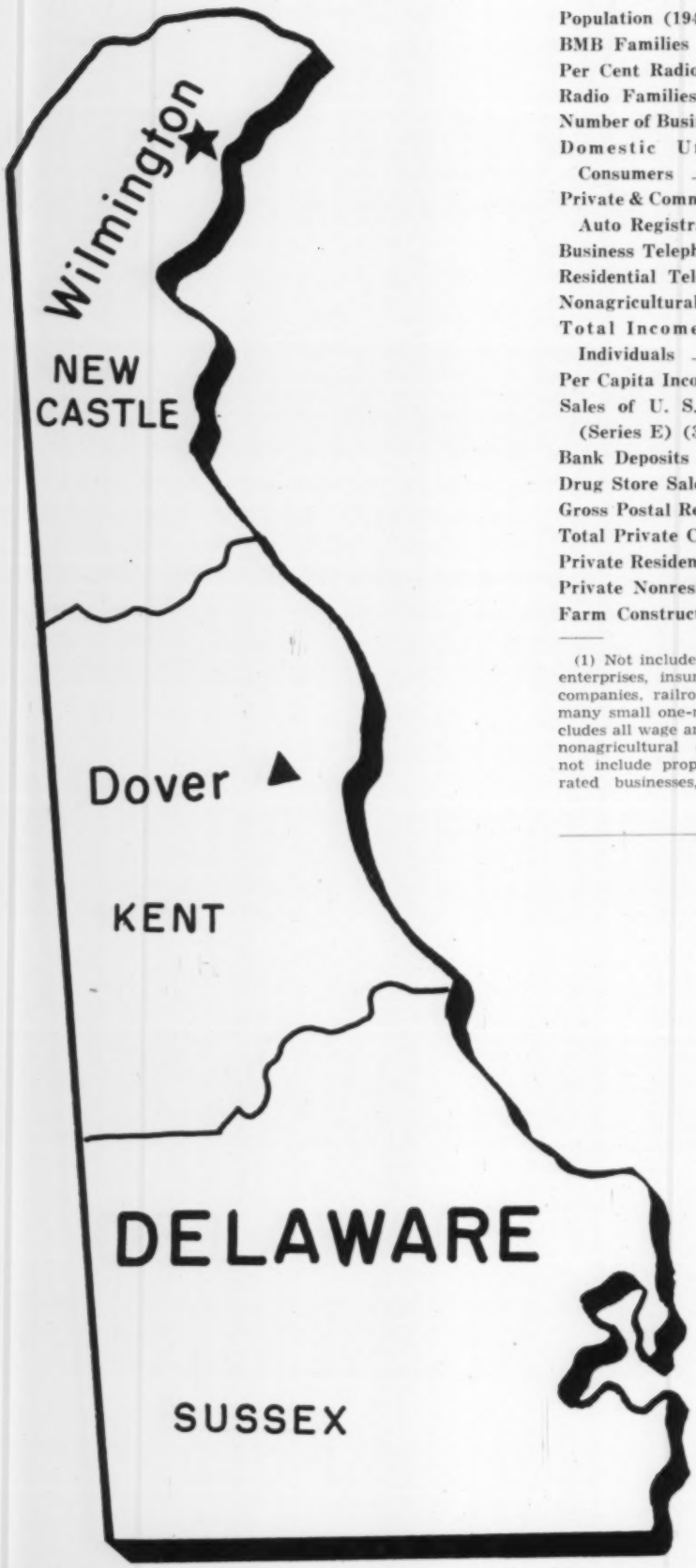
MAKE THE MOST OF YOUR TIME
Buy WAMS
Reaching 190,000 Radio Families in the state of Delaware and adjacent areas in New Jersey, Maryland and Pennsylvania.
George L Sutherland, Vice President and Manager

BASIC MUTUAL NETWORK FOR DELAWARE - REPRESENTED BY WEED & CO.

MARKET INDICATORS FOR DELAWARE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	291,000	'47	266,505	'40
BMB Families	80,900	'48	81,000	'46
Per Cent Radio	95.3	'48	92.6	'46
Radio Families	77,100	'48	75,000	'46
Number of Business Concerns (1)	4,764	'46	4,850	'39
Domestic Urban Electric Consumers	68,000	'46	47,000	'39
Private & Commercial Passenger Auto Registrations	57,845	'46	56,744	'39
Business Telephones	27,100	'46	17,600	'39
Residential Telephones	54,500	'46	28,800	'39
Nonagricultural Employment (2)	91,000	'46	76,000	'39
Total Income Payments to Individuals	$479,000,000	'47	203,000,000	'39
Per Capita Income Payments	$ 1,646	'47	771	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 10,725,000	'46	2,564,000	'41
Bank Deposits	$548,000,000	'46	245,000,000	'39
Drug Store Sales	$ 8,176,000	'46	3,193,000	'39
Gross Postal Receipts (4)	$ 2,571,000	'46	1,631,000	'39
Total Private Construction	$ 18,000,000	'46	12,300,000	'39
Private Residential Building	$ 5,700,000	'46	7,000,000	'39
Private Nonresidential Building	$ 8,300 000	'46	3,700,000	'39
Farm Construction	$ 1,600,000	'46	700,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.



See page 3 for key to map.

AM STATIONS

City		Frequency	Power	Network
Dover	*WDOV	1410	1,000-D	
Wilmington	WAMS	1380	1,000 ST-WAWZ	
	WDEL	1150	5,000	NBC
	WILM	1450	250	ABC-MBS
	WTUX	1290	500-D	

* Construction Permit.

FM STATIONS

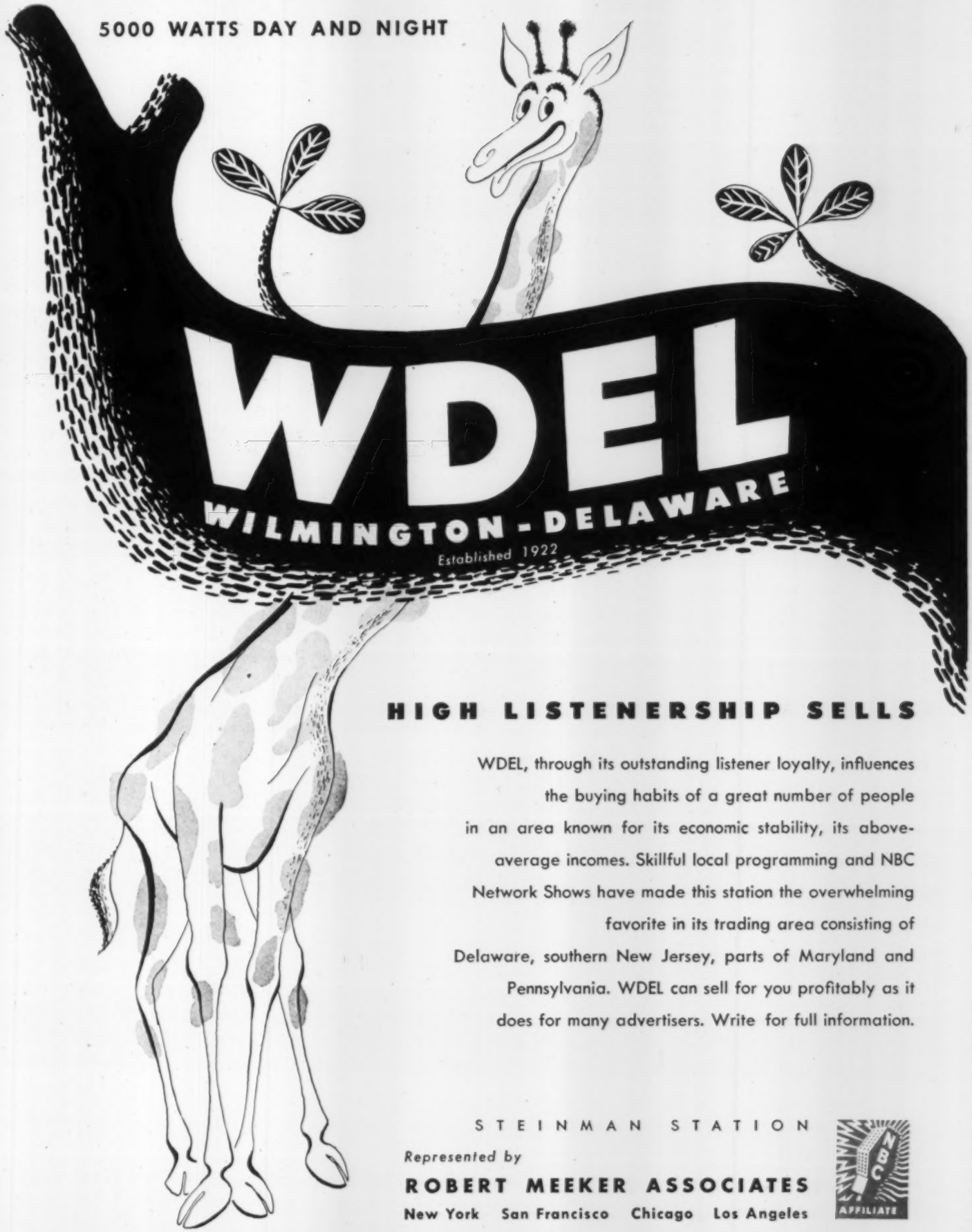
City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Wilmington	WDEL-FM	93.7	229	15.3
	WAMS-FM	96.1	241	20
	WILM-FM	99.5	258	20
	WTUX-FM	107.3	297	16

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Wilmington 7			
CP	WDEL Inc.	(WDEL-TV)	7

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

5000 WATTS DAY AND NIGHT



WDEL

WILMINGTON - DELAWARE

Established 1922

HIGH LISTENERSHIP SELLS

WDEL, through its outstanding listener loyalty, influences the buying habits of a great number of people in an area known for its economic stability, its above-average incomes. Skillful local programming and NBC Network Shows have made this station the overwhelming favorite in its trading area consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL can sell for you profitably as it does for many advertisers. Write for full information.

STEINMAN STATION

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

NBC AFFILIATE

See page 3 for key to map.

DISTRICT OF COLUMBIA

AM STATIONS

City	Call Letters	Frequency	Power	Network
Washington	WINX	1340	250	
	WMAL	630	5,000	ABC
	WOL	1260	5,000	MBS
	WQQW	570	1,000-D	
	WRC	980	5,000	NBC
	WTOP	1500	50,000	CBS
	WWDC	1450	250	

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Wash'gt'n	WASH	97.1	246	15
	WHMB	100.3	262	19
	WINX-FM	96.3	242	20
	WMAL-FM	107.3	297	20
	WOL-FM	98.7	254	20
	WQQW-FM	103.5	278	20
	WRC-FM	93.9	230	20
	WWDC-FM	101.1	266	20
	WTOP-FM	105.1	286	--

TV STATIONS

Washington 4, 5, 7, 9

CP	Bamberger Bcstg. Service	(WOIC)	9
O	Allen B. DuMont Labs.	(WTTG)	5
O	Evening Star Bcstg. Co.	(WMAL-TV)	7
L	NBC	(WNBW)	4

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing; L denotes license granted.

DISTRICT OF COLUMBIA RADIO MARKET

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Washington	Dist.ofColumbia	219 700	96.8	212 700	Con - Hooper

DISTRICT OF COLUMBIA RADIO MARKET DATA

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Washington	----	----	----	134,975	204,461	108,661	692,708	1,147,891

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

MARKET INDICATORS FOR DISTRICT OF COLUMBIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	831,000	'47	647,000	'40
BMB Families	219,000	'48	234,000	'46
BMB Radio Families (Urban)	212,000	'48	225,000	'46
BMB Radio Families (Rural)	------	--	------	--
Number of Business Concerns (1)	9,598	'46	9,717	'39
Domestic Urban Electric Consumers (2)	------	--	------	--
Private & Commercial Passenger Auto Registrations	110,250	'46	149,475	'39
Business Telephones	193,600	'46	118,700	'39
Residential Telephones	193,800	'46	135,400	'39
Nonagricultural Employment (3)	460,000	'46	321,000	'39
Total Income Payments to Individuals	$1,796,000,000	'46	813,000,000	'39
Per Capita Income Payments	$ 1,569	'46	1,031	'39
Sales of U. S. Savings Bonds (Series E) (4)	$ 79,461,000	'46	13,310,000	'41
Bank Deposits	$1,022,000,000	'46	368,000,000	'39
Drug Store Sales	$ 54,439,000	'46	24,362,000	'39
Gross Postal Receipts (5)	$ 17,270,000	'46	8,111,000	'39
Total Private Construction	$ 44,700,000	'46	58,000,000	'39
Private Residential Building	$ 16,200,000	'46	34,000,000	'39
Private Nonresidential Building	$ 23,700,000	'46	20,900,000	'39
Farm Construction	------	--	------	--

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Included in Maryland figures. (3) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (4) Sales of this series of bonds commenced in May, 1941. (5) Revenues from money-order business, postal savings and certain miscellaneous items not included.

WWDC leads all the Washington stations (both network and local)

We know it's hard to believe, but here are the facts: On Sunday afternoon, WWDC had MORE AUDIENCE than the four network stations *combined!* Just look at those figures from the C. E. Hooper June Share of Audience Report at right.

In the evening from 6 to 10:30 p.m., WWDC ties a leading network station and beats all others. See the C. E. Hooper Share of Audience Report for July at right. WWDC is indeed *the* sports station of Washington . . . *the* leading news and music station.

Available now! . . . The full schedule of University of Maryland Football Games. Write today for presentation.

STATION WWDC.....44.3%
Station B..... 16.4%
Station C..... 10.2%
Station D..... 9.8%
Station E..... 4.6%
Station F..... 6.2%

STATION WWDC 20.3%
Station B.....20.3%
Station C..... 8.8%
Station D.....19.1%
Station E.....16.6%
Station F..... 5.7%

Washington's leading independent **WWDC** *AM and FM*

Represented Nationally by FORJOE & COMPANY

WPIK—"THE OLDEST 1000 WATT INDEPENDENT IN METROPOLITAN WASHINGTON"

W WASHINGTON'S

P PREFERRED

I INDEPENDENT

K KILOWATT

● *PREFERRED POSITION*—**WPIK** is 730 on the dial where a 1000 watt rate buys high power coverage.

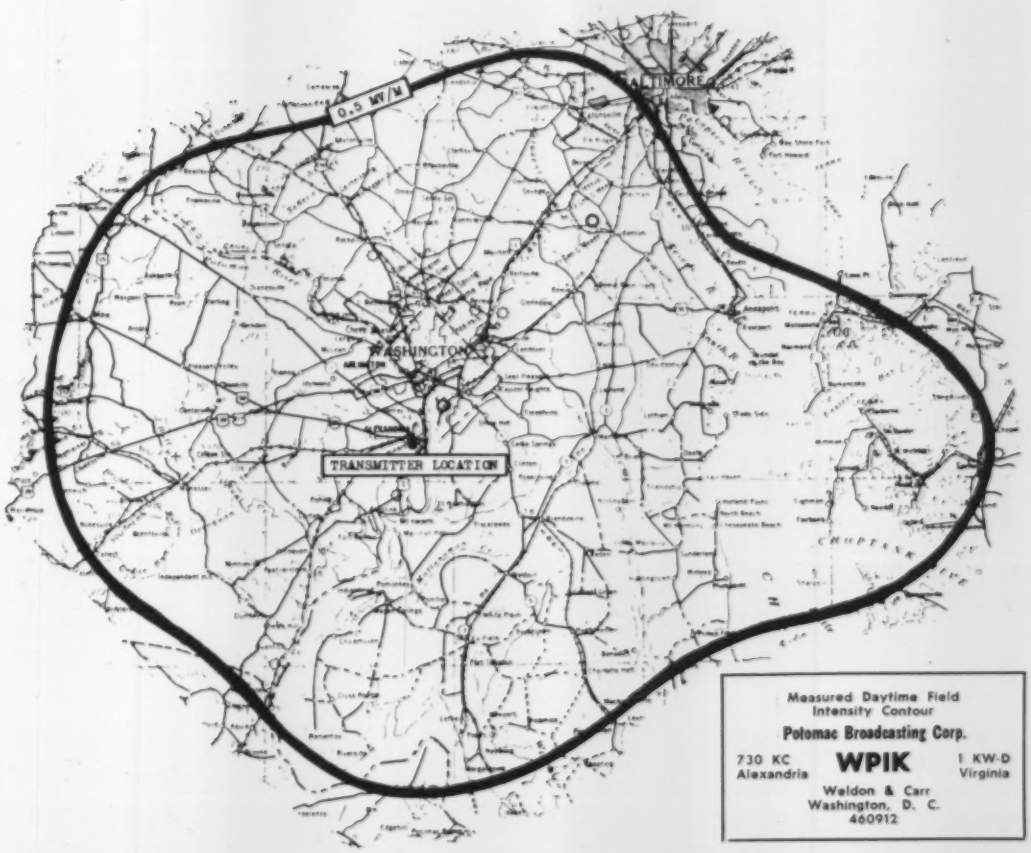
● *PREFERRED POSITION*—**WPIK** transmitter site is knee-deep in water, only seven miles from the heart of Metropolitan WASHINGTON, D. C., giving greater signal strength.

● *PREFERRED POSITION*—**WPIK** primary service area, with an average radius of 50 miles, includes 373,941 homes, housing 1,363,-758 radio listeners.

● *PREFERRED POSITION*—**WPIK** is shown preference by leading advertising agencies because WPIK reaches more listeners for less money and produces results.

WRITE, WIRE OR PHONE WPIK

The Sunshine Station for the Capitol of the Nation



Measured Daytime Field Intensity Contour

Potomac Broadcasting Corp.

730 KC Alexandria **WPIK** 1 KW-D Virginia

Weldon & Carr
Washington, D. C.
460912

With . . . .

1000 Watts

WEUS

790 KC

—BLANKETS—

CENTRAL FLORIDA

COAST TO COAST

—DAY and NIGHT—

This rich citrus and agricultural area produces and ships watermelons, lettuce, cabbage, cucumbers, tomatoes, celery and other fine vegetables, *plus,* the world's finest citrus. Returning in excess of $65,000,000.00 annually to the Growers.

WEUS

P. O. Box 790—Phone 394

Eustis, Florida

FLORIDA

AM STATIONS

City		Frequency	Power	Network
Belle Glade	*WSWN	900	1,000-D	KBS
Bradenton	WDHL	1490	250	KBS
Clearwater	WCLE	680	1,000-D	
	WTAN	1340	250	KBS
Coral Gables	WBAY	1490	250	
	WVCG	1070	1,000-D	
Crestview	*WCNU	1010	1,000-D	
Daytona Beach	WMFJ	1450	250	ABC
	*WNDB	1150	1,000-D	
	WROD	1340	250	MBS
Deland	----	1490	250	
Eustis	*WEUS	790	1,000	KBS
Ft. Lauderdale	*WSLN	1580	250-D	
	WFTL	1400	250	
Fort Myers	WINK	1240	250	CBS-KBS
Fort Pierce	WIRA	1400	250	MBS
Gainesville	WGGG	1230	250	
	WRUF	850	5,000	MBS
Hollywood	WINZ	940	1,000-D CP-1,000-U	
Jacksonville	*WIVY	1050	1,000-D	
	WJAX	930	5,000	NBC
	WJHP	1320	5,000	MBS
	WMBR	1460	5,000	CBS
	WPDQ	600	5,000	ABC
	WOBS	1360	1,000-D	
Jacksonville Beach	WJVB	1010	500-D	KBS
Key West	WKWF	1600	5090	KBS
Lake City	WDSR	1340	250	
Lakeland	WLAK	1430	1,000	NBC
LakeWorth	WEAT	1490	100	NBC
Leesburg	WLBF	1240	250	KBS
Live Oak	*WLYK	1220	250-D	
	*WNER	1450	250	
Marianna	WTYS	1340	250	
Melbourne	*WMMB	1050	250-D	
Miami	*WFEC	1220	250-D	
	WGBS	710	10,000 CP-50,000-LS 10,000-N	CBS
	WIOD	610	5,000	NBC
	*WMIE	1140	10,000-LS 5,000-N	
	WQAM	560	5,000-LS 1,000-N	ABC
	WWPB	1450	250	
Miami Beach	WKAT	1360	5,000-LS 1,000-N	MBS
	WMBM	800	1,000-D	
Ocala	WTMC	1290	1,000	MBS-KBS
Orlando	WDBO	580	5,000	CBS
	WLOF	1230	250 CP-950 CP-5,000	MBS
	WHOO	990	10,000-LS 5,000-N	ABC
	WORZ	740	1,000	NBC
Palatka	WWPF	800	250-D	
PalmBeach	WWPG	1340	250	ABC
PanamaCity	WDLP	590	1,000	MBS-KBS
Pensacola	WBSR	1450	250	ABC
	WCOA	1370	5,000	NBC
	WEAR	1490	250	MBS
Quincy	WCNH	1230	250	
St. Augustine	WFOY	1240	250	CBS
St. Petersburg	WSUN	620	5,000	ABC
	WTSP	1380	1,000-LS 500-N CP-5,000-U	MBS
Sanford	WTRR	1400	250	KBS
Sarasota	WSPB	1450	250	CBS
Sulphur Springs	WHBO	1050	250-D	
Tallahassee	WRHP	1450	250	ABC-KBS
	*WTAL	1270	5,000	MBS
Tampa	WALT	1110	1,000-D	
	WDAE	1250	5,000	CBS
	WFLA	970	5,000	NBC
West Palm Beach	WIRK	1290	1,000-D CP-1,000-U	MBS
	WJNO	1230	250	CBS
Winter Haven	WSIR	1490	250	MBS

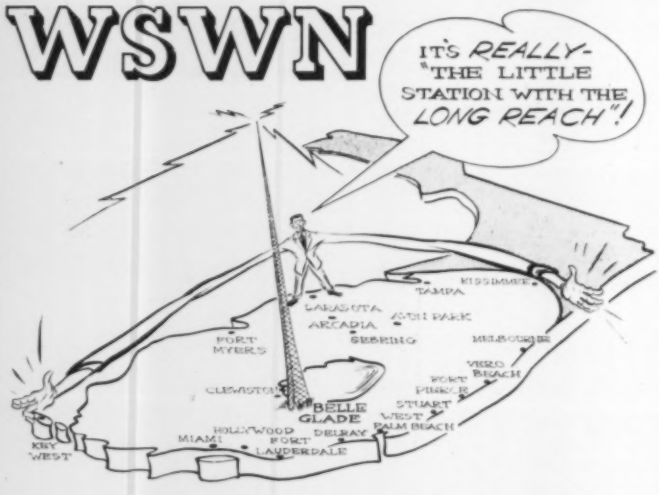
* Construction Permit.

See page 3 for key to map.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Daytona Beach	WNDB-FM	94.5	233	8.5
	WDBF	97.5	248	13
Ft. Lauderdale	WGOR	106.5	293	9.6
Gainesville	WRUF-FM	104.1	281	--
Jacksonville	WJAX-FM	95.1	236	130
	WJHP-FM	96.9	245	34
	WMBR-FM	96.1	241	47
Leesburg	WLBF-FM	98.3	252	--
Miami	WIOD-FM	97.3	247	54
	WPJV	105.1	286	--
	WWPB-FM	101.5	268	--
	WQAM-FM	94.9	235	49
	WGBS-FM	96.3	242	27
	WFYE	102.9	275	--
	WTHS	91.7	219	0.4
Miami Beach	WKAT-FM	93.1	226	330
	WLRD	93.9	230	13
Orlando	WHOO-FM	96.5	243	59
	WLOF-FM	100.3	262	65
	WDBO-FM	92.3	222	25
Palm Beach	WWPG-FM	97.9	250	22
Pensacola	WCOA-FM	98.9	255	7.5
St. Petersburg	WSUN-FM	97.9	250	--
	WTSP-FM	102.5	273	37
Tallahassee	WTAL-FM	103.9	280	0.71
Tampa	WFLA-FM	93.3	227	46
	WDAE-FM	105.7	289	--
West Palm Beach	WJNO-FM	98.7	254	49

WSWN



1000 watts 900 kc

BELLE GLADE, FLORIDA

SERVING 18 SOUTH FLORIDA COUNTIES!

186,000 RADIO FAMILIES!

TOM WATSON, JR.

General Manager

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Jacksonville 2, 4, 6, 8			
CP	City of Jacksonville		2
CP	Florida Bcstg. Co.	(WMBR-TV)	4
CP	Jacksonville Bcstg. Corp.		6
CP	Metropolis Bcstg. Co.		8
Miami 2, 4, 5, 7, 9			
A-H	Fort Industry Co.		7
A-H	Isle of Dreams Bcstg. Corp.		5
A-H	Miami Bcstg. Co.		5
A-H	Miami-Hollywood Tele. Corp.		7
CP	Southern Radio & Tele. Equipment Co.	(WTVJ)	4
Miami Beach			
A-H	A. Frank Katzentine		7
A	WKAT Inc.		7
Orlando 3, 10			
A	Orlando Daily Newspapers Inc.		3
A	Sunshine Tele. Corp.		10
St. Petersburg 2 4, 5, 7, 9 (see also Tampa)			
A	Pinellas Bcstg. Co.		5
CP	Sunshine Tele. Corp.	(WSEE)	7
Tampa (see also St. Petersburg)			
A	Gulf Theatres		2
A	Tampa Times Co.		4
A	Tribune Co.		9

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

MARKET INDICATORS FOR FLORIDA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,328,000	'47	1,897,414	'40
BMB Families	682,500	'48	614,000	'46
Per Cent Radio	86.9	'48	79.5	'46
Radio Families	592,900	'48	488,000	'46
Number of Business Concerns (1)	34,249	'46	30,670	'39
Domestic Urban Electric Consumers	474,000	'46	286,000	'39
Private & Commercial Passenger Auto Registrations	477,208	'46	376,707	'39
Business Telephones	196,900	'46	84,900	'39
Residential Telephones	209,600	'46	67,700	'39
Nonagricultural Employment (2)	467,000	'46	361,000	'39
Total Income Payments to Individuals	$2,571,000,000	'47	819,000,000	'39
Per Capita Income Payments	$ 1,104	'47	442	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 58,128,000	'46	12,688,000	'41
Bank Deposits	$1,740,000,000	'46	412,000,000	'39
Drug Store Sales	$ 79,498,000	'46	32,742,000	'39
Gross Postal Receipts (4)	$ 17,593,000	'46	8,124,000	'39
Total Private Construction	$ 246,200,000	'46	88,800,000	'39
Private Residential Building	$ 165,000,000	'46	69,500,000	'39
Private Nonresidential Building	$ 58,800,000	'46	11,000,000	'39
Farm Construction	$ 6,400,000	'46	3,400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

WRUF

WRUF-FM

The Voice of Florida

GAINESVILLE, FLORIDA

The University of Florida Station will give you the best coverage.

5000 W
on 850 K
FULL TIME

Located in the center of the Florida Peninsula where it can do the most for you.

20th Anniversary on the Air. 8th Anniversary Mutual Affiliate.

MUTUAL NETWORK
BURN-SMITH REP.

FLORIDA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Belle Glade	Palm Beach	1 760	65.3	1 150	
Bradenton	Manatee	3 110	87.1	2 710	Con
Clearwater	Pinellas	4 020	89.3	3 590	Con
Coral Gables	Dade	3 450	98.0	3 380	
Daytona Beach	Volusia	9 030	86.0	7 770	Con
Ft. Lauderdale	Broward	7 200	87.6	6 310	Con
Ft. Myers	Lee	4 030	85.1	3 430	Con
Ft. Pierce	Saint Lucie	2 960	78.7	2 330	
Gainesville	Alachua	5 080	84.1	4 270	Con
Jacksonville	Duval	61 200	88.8	54 350	Con - Hooper
Jacksonville Beach	Duval	1 410	87.9	1 240	
Key West	Monroe	4 740	83.1	3 940	
Lake City	Columbia	2 210	78.7	1 740	
Lakeland	Polk	8 620	86.1	7 420	Con
Leesburg	Lake	1 770	81.4	1 440	
Miami	Dade	65 410	93.3	61 030	Con - Hooper
Miami Beach	Dade	10 420	96.4	10 040	
Ocala	Marion	3 390	82.3	2 790	Con
Orlando	Orange	14 490	90.2	13 070	Con
Palatka	Putnam	2 820	75.9	2 140	
Palm Beach	Palm Beach	1 280	93.0	1 190	
Panama City	Bay	4 280	81.5	3 490	Con
Pensacola	Escambia	13 290	84.7	11 260	Con
St. Augustine	Saint Johns	4 700	81.7	3 840	Con
St. Petersburg	Pinellas	26 880	92.3	24 810	Con - Hooper
Sanford	Seminole	3 940	81.5	3 210	Con
Sarasota	Sarasota	4 390	88.4	3 880	Con
Tallahassee	Leon	6 380	81.2	5 180	Con
Tampa	Hillsborough	40 350	88.7	35 790	Con - Hooper
West Palm Beach	Palm Beach	12 950	89.2	11 550	Con
Winter Haven	Polk	2 500	88.4	2 210	Con

MIAMI

By Any YARDSTICK

...is a top southern market ...and WIOD with its parade of NBC stars, and the smash local shows too...is tops with the radio audience in this fast growing ***year-round*** market.

WIOD
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

FLORIDA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Alachua	12,120	83.3	10,090	2,403	4,529	1,598	12,007	28,501
Baker	1,860	80.1	1,490	20	282	90	588	2,149
Bay	7,820	83.5	6,530	1,390	6,241	2,147	12,025	35,732
Bradford	2,280	84.6	1,930	80	832	242	2,011	4,002
Brevard	6,500	86.5	5,620	854	1,986	757	6,637	15,369
Broward	15,880	85.1	13,510	3,660	11,995	6,052	30,703	52,815
Calhoun	2,680	80.2	2,150	53	354	102	1,261	2,772
Charlotte	1,500	88.7	1,330	235	604	204	824	3,008
Citrus	2,570	84.0	2,160	93	394	115	867	2,978
Clay	2,480	85.1	2,110	197	787	304	1,125	2,194
Collier	2,110	82.0	1,730	96	727	312	503	3,349
Columbia	4,730	75.9	3,590	565	1,572	481	4,498	9,070
Dade	102,600	93.3	95,740	37,599	110,451	57,639	201,426	443,245
De Soto	2,650	81.5	2,160	478	1,144	397	2,911	5,765
Dixie	2,690	82.5	2,220	62	399	110	478	3,660
Duval	74,440	89.1	66,300	25,980	65,445	29,823	188,023	264,871
Escambia	24,240	86.3	20,930	5,571	15,920	6,562	29,173	66,965
Flagler	1,120	82.1	920	24	169	69	567	1,364
Franklin	2,210	77.8	1,720	88	567	190	1,556	2,949
Gadsden	7,490	78.2	5,860	777	2,657	848	7,633	14,656
Gilchrist	920	78.3	720	47	242	82	753	1,452
Glades	940	84.0	790	16	132	38	----	1,096
Gulf	2,860	86.0	2,460	151	1,694	736	1,728	3,084
Hamilton	2,450	79.2	1,940	90	507	145	1,034	3,084
Hardee	2,990	81.9	2,450	205	711	268	2,219	5,779
Hendry	2,210	86.4	1,910	150	1,591	629	1,165	3,957
Hernando	1,650	86.1	1,420	202	489	166	1,307	3,853
Highlands	3,730	82.8	3,090	719	1,441	590	4,957	6,759
Hillsborough	64,560	88.9	57,420	19,198	53,682	23,420	104,474	173,791
Holmes	3,750	78.9	2,960	67	339	97	1,254	2,089
Indian River	3,230	85.8	2,770	425	1,007	418	2,849	7,158
Jackson	9,740	76.8	7,480	500	2,036	613	7,723	12,449
Jefferson	3,340	78.7	2,630	198	453	127	1,795	3,157
Lafayette	1,110	82.0	910	35	103	30	----	1,096
Lake	11,400	86.2	9,830	1,692	3,000	1,122	14,088	20,067
Lee	6,650	86.9	5,780	1,189	2,791	1,115	8,849	17,859
Leon	9,980	82.9	8,270	3,032	5,205	1,898	12,515	25,135
Levy	3,870	81.1	3,140	96	756	218	656	4,520
Liberty	1,200	78.3	940	(A-1)	237	85	----	607
Madison	4,130	76.5	3,160	141	936	260	2,131	5,883
Manatee	9,320	85.6	7,980	2,123	3,968	1,578	9,499	20,259
Marion	10,740	82.8	8,890	1,435	4,468	1,633	10,530	22,127
Martin	2,900	86.2	2,500	274	858	335	1,473	4,624
Monroe	5,300	83.4	4,420	963	2,044	783	4,291	7,899
Nassau	3,250	83.1	2,700	455	1,721	770	2,004	5,128
Okaloosa	3,510	83.2	2,920	267	900	298	1,638	4,950
Okeechobee	1,100	84.5	930	89	415	201	531	2,179
Orange	27,730	89.8	24,900	8,195	17,555	7,812	44,293	105,629
Osceola	4,140	87.7	3,630	281	1,245	428	2,760	6,136
Palm Beach	30,660	85.1	26,100	6,616	19,566	16,359	48,294	126,954
Pasco	5,210	85.2	4,440	385	2,726	985	2,146	6,402
Pinellas	38,890	91.8	35,720	14,339	24,315	10,369	60,154	150,073
Polk	33,090	85.8	28,390	8,145	20,555	9,069	47,177	92,077
Putnam	7,440	80.4	5,980	699	2,182	805	4,441	12,079
St. Johns	7,840	81.8	6,410	1,782	3,379	1,211	8,083	17,222
St. Lucie	3,690	79.9	2,950	663	1,706	741	6,094	13,162
Santa Rosa	5,920	81.3	4,810	177	437	143	1,361	4,150
Sarasota	6,890	88.1	6,070	2,653	5,054	1,906	10,538	21,801
Seminole	8,040	83.5	6,710	1,203	1,969	752	5,821	14,864
Sumter	3,840	83.6	3,210	105	600	203	1,074	3,602
Suwannee	4,860	79.0	3,840	293	1,702	586	4,730	7,336
Taylor	4,300	76.7	3,300	247	1,068	384	1,715	5,721
Union	1,400	80.0	1,120	31	117	39	725	1,245
Volusia	22,270	86.4	19,250	4,037	9,710	3,829	20,549	59,392
Wakulla	2,030	81.3	1,650	(A-1)	298	115	----	1,927
Walton	4,010	79.3	3,180	274	709	225	3,264	4,803
Washington	3,450	79.4	2,740	204	443	133	1,288	2,978

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

MUSIC SPORTS NEWS

24 Hours a Day

WINZ

FLORIDA'S BIG INDEPENDENT

940 KC Clear Channel Full Time

Business Address: WINZ BUILDING 304 LINCOLN ROAD, MIAMI BEACH

Studios: MIAMI, MIAMI BEACH and HOLLYWOOD JONAS WEILAND, President

Main Studio: HOLLYWOOD BEACH HOTEL

buttons are popping at WFLA

TOP STATION IN THE NATION!

No wonder our buttons are popping! . . . According to Hooper's "Top 20 Stations in the U. S." released August 16, WFLA outranked all other stations in the nation in evening audience rating during May-June, 1948. WFLA's share of the Tampa audience was 44.9 —nearly half of the total audience in a market where all networks are represented!

TOP STATION IN THE TAMPA–ST. PETERSBURG MARKET

Month after month, Hooper after Hooper, WFLA has earned top audience ratings in the Tampa-St. Petersburg market—morning, afternoon and evening!

Population-wise and otherwise, the Tampa-St. Petersburg market is a big, important part of the Florida sales picture. These, and other basic economic indices, showed substantial gains in 1947 over 1946—retail sales up 34.8%, food sales up 46.1%, general merchandise up 34.9%, effective buying income up 14.3%.*

Since May, all programs — NBC and local, sponsored and sustaining — have been broadcast over both WFLA and WFLA-FM. These programs which have brought top Hooper ratings to WFLA, are now available to an estimated 100,000 additional listeners in south and central Florida.

Advertisers using WFLA get the major share of the audience in the heart of Florida's richest, most heavily populated trade area—and the double-barreled impact of WFLA and WFLA-FM at no extra cost.

*Sales Management 1948 Survey of Buying Power.

NBC AFFILIATE

WFLA

AM *The Tampa Tribune Stations* FM

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

GEORGIA

AM STATIONS

City		Frequency	Power	Network
Albany	WALB	1590	1,000	MBS
	WGPC	1450	250	CBS
Americus	WDEC	1230	250	MBS
Athens	WGAU	1340	250	CBS-KBS
	WRFC	960	1,000-D	
Atlanta	WAGA	590	5,000	
	WATL	1400	250	MBS
	CP-	1380	CP-5,000	
	WBGE	1340	250	
	WCON	550	5,000	ABC
	*WERD	860	1,000-D	
	WGST	920	5,000-LS	CBS
			1,000-N	
	WSB	750	50,000	NBC
	*WPKM	1550	50,000-LS	
			10,000-N	

(Continued on page 66)

See page 3 for key to map.

LOOK..what's happened in 8 MONTHS!!

Drawing by Permission of D. Appleton-Century Co.

. . . and this is no Bedtime Story, Bre'r Time Buyer!!

The three other top-rated radio stations in Atlanta have been doing business at the same old stand for an average of twenty-one years. We have been at it for eight months.

The last (July) Hooper report ranks the four top stations (10% or better) in share of audience, total rated periods, as follows:

Station A (broadcasting 26 years) .	23.1%
Station B (broadcasting 26 years)	15.3%
Station C (broadcasting 11 years) .	15.2%
WCON (broadcasting 8 months) .	15.1%

(Remainder 31.3% divided among five other Atlanta stations, outside stations and FM.)

With less than a third of 1% out of second place, we are only 8 percentage points out of first place. Nobody ever heard of us a year ago!

WHO'S WHO ON THE RADIO

In addition to ABC advertisers who use WCON, we are proud of the many local and national advertisers who depend on WCON in Atlanta to produce more sales. You, too, will find Spot Programming on WCON the sure-fire way to make your sales curve jump!

NATIONAL

Lane Rexall, American Bakeries, Celanese, Colgate, Chase & Sanborn, Canada Dry, Kingan Packing Co., Sterling Beer, Atlanta Baking Company, Bama Products.

LOCAL

Standard Feed Milling Co., Georgia Power Company, Atlanta Dress Mart, Robert Hall Clothes, Dutch Oven Bakers, Economy Auto Stores, West Lumber Company, First National Bank, Atlanta Coca-Cola Bottling Co., Wagstaff Motors.

WCON ATLANTA

THE ATLANTA CONSTITUTION STATION

5000 WATTS 550 KC

Affiliated, American Broadcasting Company

***National Representatives* HEADLEY-REED COMPANY**

MARKET INDICATORS FOR GEORGIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	3,138,000	'47	3,123,723	'40
BMB Families	811,700	'48	792,000	'46
Per Cent Radio	83.3	'48	72.7	'46
Radio Families	676,500	'48	576,000	'46
Number of Business Concerns (1)	34,160	'46	29,693	'39
Domestic Urban Electric Consumers	466,000	'46	274,000	'39
Private & Commercial Passenger Auto Registrations	450,072	'46	348,773	'39
Business Telephones	132,700	'46	73,900	'39
Residential Telephones	249,100	'46	118,300	'39
Nonagricultural Employment (2)	612,000	'46	498,000	'39
Total Income Payments to Individuals	$2,778,000,000	'47	901,000,000	'39
Per Capita Income Payments	$ 885	'47	290	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 59,318,000	'46	12,339,000	'41
Bank Deposits	$1,702,000,000	'46	503,000,000	'39
Drug Store Sales	$ 64,077,000	'46	25,540,000	'39
Gross Postal Receipts (4)	$ 17,333,000	'46	10,213,000	'39
Total Private Construction	$ 144,300,000	'46	51,600,000	'39
Private Residential Building	$ 52,400,000	'46	29,200,000	'39
Private Nonresidential Building	$ 70,400,000	'46	12,500,000	'39
Farm Construction	$ 6,300,000	'46	4,100,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

GEORGIA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Albany	Dougherty	6 100	78.0	4 760	Con
Americus	Sumter	3 240	75.0	2 430	
Athens	Clarke	6 820	84.3	5 750	Con
Atlanta	Fulton	99 040	88.0	87 160	Con - Hooper
Augusta	Richmond	21 160	81.1	17 170	Con
Bainbridge	Decatur	2 060	72.8	1 500	
Brunswick	Glynn	4 740	81.2	3 850	Con
Carrollton	Carroll	2 090	87.6	1 830	
Cartersville	Bartow	1 980	84.8	1 680	
Cedartown	Polk	2 580	87.6	2 260	Con
Columbus	Muscogee	17 090	83.2	14 220	Con
Cordele	Crisp	2 720	72.8	1 980	
Covington	Newton	1 290	82.9	1 070	
Dalton	Whitfield	3 190	93.1	2 970	Con
Decatur	De Kalb	5 430	92.8	5 040	
Douglas	Coffee	1 540	76.6	1 180	
Dublin	Laurens	2 630	77.6	2 040	
Elberton	Elbert	2 070	79.2	1 640	
Fitzgerald	Ben Hill	2 460	81.3	2 000	
Gainesville	Hall	3 250	85.2	2 770	Con
Griffin	Spalding	4 250	83.8	3 560	Con
Hartwell	Hart	810	92.6	750	
La Grange	Troup	6 640	80.6	5 350	Con
Macon	Bibb	20 150	78.6	15 830	Con
Marietta	Cobb	2 780	87.8	2 440	
Milledgeville	Baldwin	2 260	77.9	1 760	
Moultrie	Colquitt	3 170	77.0	2 440	Con
Newnan	Coweta	2 430	81.9	1 990	
Quitman	Brooks	1 460	76.0	1 110	
Rome	Floyd	8 450	86.7	7 330	Con
Savannah	Chatham	31 910	83.2	26 540	Con - Hooper
Statesboro	Bulloch	1 630	78.5	1 280	
Thomaston	Upson	2 080	79.3	1 650	
Thomasville	Thomas	4 240	79.0	3 350	Con
Tifton	Tift	1 750	80.0	1 400	
Toccoa	Stephens	1 610	83.9	1 350	
Valdosta	Lowndes	4 860	78.0	3 790	Con
Vidalia	Toombs	1 260	77.0	970	
Waycross	Ware	5 190	82.7	4 290	Con
West Point	Troup	1 210	76.9	930	Con

AM STATIONS

(Continued from page 64)

City	Call Letters	Frequency	Power	Network
Augusta	WBBQ	1340	250	MBS-KBS
	WGAC	580	5,000-LS 1,000-N	ABC
	WRDW	1480	5,000	CBS
	WTNT	1230	250	NBC
Bainbridge	WMGR	1490	250	MBS-KBS
Brunswick	WMOG	1490	250	MBS-KBS
Buckhead	WQXI	790	1,000-D	
Carrollton	WLBB	1100	250-D	KBS
Cartersville	WBHF	1450	250	MBS-KBS
Cedartown	WGAA	1340	250	ABC-KBS
Columbus	WDAK	1340	250	ABC
	WGBA	620	1,000-D	
	WRBL	1420	5,000	CBS
	WSAC	1460	1,000	MBS
Cordele	WMJM	1490	250-LS 100-N	MBS-KBS
Covington	WMOC	1490	250	MBS-KBS
Dalton	WBLJ	1230	250	MBS-KBS
Dawson	WDWD	990	1,000-D	
Decatur	WEAS	1010	1,000-D	
Douglas	WDMG	860	1,000-D	
Dublin	WMLT	1340	250	MBS-KBS
Elberton	WSGC	1400	250	MBS-KBS
Fitzgerald	WBHB	1240	250	MBS
Gainesville*	WDUN	1400	250	
	WGGA	1240	250	MBS-KBS
Griffin	WKEU	1450	250	MBS-KBS
Hartwell	WKLY	980	1,000-D	
Lagrange	WLAG	1240	250	MBS-KBS
Macon	WBML	1240	250	ABC
	WIBB	1280	1,000-D	
	WMAZ	940	10,000	CBS
	WNEX	1400	250	MBS
Marietta	WFOM	1230	250	
Milledgeville	WMVG	1450	250	MBS-KBS
Moultrie	WMGA	1400	250	KBS
Newnan	WCOH	1400	250	MBS
Quitman	WKMA	1490	250	
Rome	WLAQ	670	1,000-D	
	WRGA	1470	5,000	MBS-KBS
	WROM	710	1,000-D	
Savannah	WCCP	1450	250	MBS
	WDAR	1400	250	ABC
	WFRP	1230	250	
	WSAV	630	5,000	NBC
	WTOC	1290	5,000	CBS
Statesboro	WWNS	1490	250	MBS-KBS
Thomaston	WSFT	1220	250-D	MBS
Thomasville	WKTG	730	1,000-D	
	WPAX	1240	250	
Thomson	WTWA	1240	250	MBS
Tifton	WWGS	1340	250	MBS
Toccoa	WRLC	1450	250	MBS-KBS
Valdosta	WGOV	1450	250	MBS
	CP-950		CP-5,000-LS CP-1,000-N	
Vidalia	WRQN	1450	250	MBS-KBS
Waycross	WAYX	1270	250	MBS-KBS
West Point	WRLD	1490	250	ABC-KBS

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Athens	WGAU-FM	99.5	258	4.4
Atlanta	WABE	90.1	211	0.4
	WGST-FM	94.1	231	345
	WBGE-FM	95.5	238	20
	WATL-FM	97.5	248	40.4
	WCON-FM	98.5	253	20
	WFWM	99.9	260	15
	WPKM	101.5	268	--
	WAGA-FM	103.3	277	50
	WSB-FM	104.5	283	50
Augusta	WRDW-FM	105.7	289	30
Cedartown	WGAA-FM	96.1	241	5.5
Columbus	WRBL-FM	93.3	227	46
	WGBA-FM	95.1	236	9
	WDAK-FM	107.9	300	10.4
Decatur	WFDE	92.9	225	38
	WEAS-FM	96.7	244	0.740
Gainesville	WDUS-FM	103.9	280	0.300
LaGrange	WLAG-FM	104.1	281	5.1
Macon	WNEX-FM	96.9	245	41
	WMAZ-FM	99.1	256	32
	WBML-FM	100.7	264	50
Newnan	WCOH-FM	92.3	222	16
Rome	WBIX-FM	104.9	285	--
	WRGA-FM	106.5	293	1.4
	WLAQ-FM	107.3	297	6.8
Savannah	WCCP-FM	95.5	238	7.1
	WDAR-FM	96.5	243	12
	WTOC-FM	97.3	247	43
	WSAV-FM	100.3	262	15.5
Toccoa	WLET	102.9	275	10
Valdosta	WGOV-FM	92.5	223	7

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Atlanta 2, 5, 8, 11			
CP	Atlanta Journal Co.	(WSB-TV)	8
A-H	Ga. Sch. of Tech.		11
CP	Constitution Pub. Co.	(WCON-TV)	2
CP	Liberty Bcstg. Corp.	(WAGA-TV)	5
A-H	E. D. Rivers Jr.		8
A-H	General Bcstg. Co.		11
Macon 4, 7, 10			
A	Southeastern Bcstg. Co.		7

For **COVERAGE**—

- Over a *Million People* *246,395 Radio Homes*
- *79 Counties* of *Georgia, South Carolina* and *Florida.*
- WSAV's *power* and *long-range frequency* covers *3½ times more people, 4 times more area* than any other station in this market.

For **SALES**—

*$557,206,000 Annual Retail Sales ** *(1948 Sales Management Survey of Buying Power Estimate)*

It's 630 in Savannah **WSAV**

630 kc. 5,000 watts Full Time

Represented by Hollingbery

We're Radio's First Choice

in the rich Northeast Georgia farming region.

- More Listeners
- More Sales Results

WRFC Athens, Ga.

1000 WATTS – 960 KC

GEORGIA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Appling	3,030	77.9	2,360	259	2,478(1)	771(1)	1,425	3,725
Atkinson	1,670	82.6	1,380	98	536	155(2)	----	1,313
Bacon	1,990	82.4	1,640	86	----(1)	----(1)	648	3,331
Baker	1,570	77.1	1,210	28	635(3)	179(3)	359	822
Baldwin	4,330	80.6	3,490	628	2,789(4)	890(4)	6,114	5,695
Banks	1,590	82.4	1,310	(A-1)	51	9	----	591
Barrow	3,520	89.8	3,160	239	2,663	745	2,090	5,184
Bartow	6,400	86.1	5,510	998	3,365	1,135	4,864	9,336
Ben Hill	3,680	81.3	2,990	759	2,774(5)	867(5)	2,590	8,352
Berrien	3,280	81.4	2,670	129	1,390(6)	516(6)	2,380	4,446
Bibb	27,790	81.3	22,590	11,848	20,766	8,234	43,253	90,912
Bleckley	2,120	81.6	1,730	254	1,561(7)	447(7)	1,328	3,298
Brantley	1,530	78.4	1,200	52	341	115	----	1,083
Brooks	4,500	77.1	3,470	390	1,299	387	2,731	6,252
Bryan	1,760	78.4	1,380	89	231(8)	55(8)	595	1,525
Bulloch	5,980	79.3	4,740	633	1,022	338	5,072	13,849
Burke	6,180	74.1	4,580	411	1,261	401	3,314	7,679
Butts	2,210	84.6	1,870	255	2,540(9)	862(9)	1,254	3,889
Calhoun	2,440	77.5	1,890	242	----(3)	----(3)	1,756	3,151
Camden	1,840	80.4	1,480	155	953	414	595	2,625
Candler	1,960	81.6	1,600	232	2,610(10)	763(10)	982	4,054
Carroll	7,350	85.2	6,260	1,214	3,647	1,093	5,678	12,224
Catoosa	2,910	90.7	2,640	156	6,602(11)	2,613(11)	658	1,969
Charlton	1,400	80.7	1,130	120	194	45	1,632	1,722
Chatham	38,830	84.0	32,610	14,103	30,371	12,965	80,974	116,559
Chattahoochee	230	82.6	190	(A-1)	130	36	----	406
Chattooga	4,820	89.4	4,310	405	4,839	1,876	2,511	8,302
Cherokee	4,840	84.9	4,110	400	3,133	1,296	5,013	7,170
Clarke	8,840	85.0	7,510	2,735	5,890	2,150	8,862	30,963
Clay	1,950	77.9	1,520	125	1,356(12)	346(12)	1,010	2,264
Clayton	3,030	87.1	2,640	231	1,179(13)	414(13)	738	2,149
Clinch	2,040	82.8	1,690	71	----(2)	----(2)	----	2,149
Cobb	10,040	89.6	9,000	2,769	5,889	2,747	10,803	22,585
Coffee	5,250	77.9	4,090	347	----(1)	----(1)	3,546	9,779
Colquitt	8,360	79.4	6,640	908	3,324	1,222	8,956	15,719
Columbia	1,830	81.4	1,490	123	339	84	436	1,296
Cook	2,980	82.9	2,470	249	----	----	1,994	4,742
Coweta	7,210	82.2	5,930	1,094	4,921	1,704	7,298	12,159
Crawford	1,420	78.9	1,120	83	404	119	360	1,083
Crisp	4,430	74.7	3,310	628	2,491(14)	821(14)	3,871	12,848
Dade	1,140	85.1	970	9	----(11)	----(11)	----	1,034
Dawson	910	80.2	730	(A-1)	1,793(15)	611(15)	----	246
Decatur	5,320	75.8	4,030	705	1,858	646	5,830	9,895
De Kalb	28,270	93.4	26,410	12,316	5,408	2,213	17,411	35,216
Dodge	3,910	77.2	3,020	425	1,068	373	1,740	6,267
Dooly	3,760	79.5	2,990	235	----(14)	----(14)	2,139	4,135
Daugherty	8,260	79.2	6,540	2,900	7,139	2,676	13,504	38,278
Douglas	2,600	81.5	2,120	206	944	317	961	3,249
Early	4,830	76.2	3,680	252	2,342(16)	1,095(16)	2,893	7,170
Echols	830	80.7	670	(A-1)	136(17)	31(17)	----	279
Effingham	2,240	81.3	1,820	387	----(8)	----(8)	818	2,265

(Continued on page 68)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

WGST

NOW

GOING PLACES WITH ★ MUTUAL ★

MUTUAL

IN

ATLANTA

SEE YOUR GEORGE P. HOLLINGBERY REPRESENTATIVE TODAY!

GEORGIA RADIO MARKET DATA BY COUNTIES

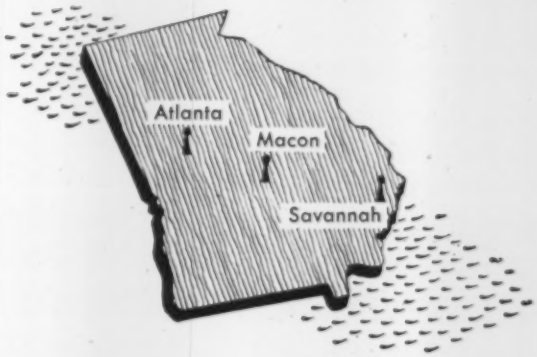
(Continued from page 67)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Elbert	4,550	80.9	3,680	660	3,460(18)	1,154(18)	3,422	8,024
Emanuel	4,870	79.7	3,880	410	1,081	316	3,511	8,822
Evans	1,740	81.6	1,420	206	----(10)	----(10)	1,207	3,396
Fannin	3,250	85.8	2,790	100	2,392(19)	599(19)	1,085	2,392
Fayette	1,800	80.0	1,440	114	----(13)	----(13)	793	1,492
Floyd	15,320	89.0	13,630	4,107	15,956	5,702	15,270	45,935
Forsyth	2,390	82.8	1,980	74	----(15)	----(15)	933	1,722
Franklin	3,380	84.3	2,850	244	----(18)	----(18)	1,635	5,727
Fulton	125,530	88.3	110,810	60,500	136,592	642,271	368,411	574,372
Gilmer	1,890	81.5	1,540	58	----(19)	----(19)	2,001	1,986
Glascock	1,190	83.2	990	(A-1)	2,185(20)	611(20)	318	903
Glynn	7,000	83.3	5,830	1,755	8,933	2,600	14,236	19,559
Gordon	4,430	88.5	3,920	433	2,648	853	3,808	7,743
Grady	4,670	79.0	3,690	352	1,121	389	3,449	7,318
Greene	3,590	81.9	2,940	474	2,634(21)	757(21)	2,067	4,543
Gwinnett	7,500	84.5	6,340	822	1,792	614	3,624	7,498
Habersham	3,930	86.5	3,400	428	5,783(22)	2,045(22)	3,248	6,366
Hall	9,850	86.1	8,480	1,669	7,370	2,616	9,085	23,159
Hancock	2,610	77.0	2,010	147	2,043(23)	554(23)	375	3,412
Haralson	3,420	86.3	2,950	436	2,123	740	1,012	5,415
Harris	1,580	81.0	1,280	159	789	168	735	2,248
Hart	3,180	84.6	2,690	248	----(18)	----(18)	1,072	2,576
Heard	1,550	78.1	1,210	29	271	84	810	1,165
Henry	3,190	82.4	2,630	359	----(13)	----(13)	2,150	3,642
Houston	2,310	79.7	1,840	626	3,660(24)	1,386(24)	1,516	4,200
Irwin	2,730	80.6	2,200	152	----(5)	----(5)	1,669	3,298
Jackson	5,290	83.2	4,400	663	1,818	587	2,580	6,433
Jasper	2,030	82.8	1,680	196	----(23)	----(23)	1,739	2,921
Jeff Davis	1,920	81.8	1,570	126	----(1)	----(1)	954	2,576
Jefferson	4,390	82.0	3,600	361	1,193	350	2,403	6,514
Jenkins	2,250	74.7	1,680	271	797	224	1,699	4,020
Johnson	2,640	78.4	2,070	124	477(25)	145(25)	1,393	3,708
Jones	1,590	81.8	1,300	207	628	194	644	1,264
Lamar	2,640	81.4	2,150	374	----(9)	----(9)	1,992	4,135
Lanier	1,240	81.5	1,010	25	----(17)	----(17)	717	1,581
Lawrene	6,980	78.4	5,470	804	2,209	684	5,885	11,749
Lee	1,810	75.1	2,040	96	1,436(26)	347(26)	----	1,394
Liberty	1,980	78.8	1,360	205	1,035(27)	280(27)	1,252	2,264
Lincoln	1,120	80.4	1,560	99	2,072(28)	463(28)	798	1,591
Long	790	78.5	900	80	----(27)	----(27)	----	738
Lowndes	8,750	79.1	6,920	2,085	4,757	1,588	10,515	21,053
Lumpkin	1,570	80.3	1,260	92	----(15)	----(15)	573	1,115
McDuffie	2,620	79.0	2,070	440	----(20)	----(20)	3,031	3,922
McIntosh	2,060	80.1	1,650	73	----(27)	----(27)	712	1,970
Macon	3,590	80.5	2,890	327	667	167	2,555	4,873
Madison	2,740	83.2	2,280	164	279	66	871	2,511
Marion	1,580	77.8	1,230	144	1,175(29)	281(29)	709	1,931
Meriwether	4,890	81.0	3,960	592	1,894	627	2,964	5,611
Miller	2,170	78.8	1,710	106	----(16)	----(16)	1,688	2,443
Mitchell	5,190	75.1	3,900	472	1,610	476	4,708	7,417
Monroe	2,430	81.5	1,980	337	1,370	450	3,052	4,365
Montgomery	1,910	79.1	1,510	159	1,094(30)	306(30)	826	1,970
Morgan	3,310	80.7	2,670	328	----(21)	----(21)	1,969	3,889
Murray	2,060	86.4	1,780	93	----(19)	----(19)	802	2,341
Muscogee	22,940	84.7	19,420	10,462	28,793	11,585	45,412	86,127
Newton	5,000	85.4	4,270	599	5,155(31)	1,847(31)	3,066	7,318
Oconee	1,570	81.5	1,280	61	727(32)	207(32)	----	706
Oglethorpe	2,510	80.5	2,020	118	----(32)	----(32)	706	2,246
Paulding	2,800	83.6	2,340	115	817	202	1,575	2,510
Peach	2,720	72.4	1,970	475	----(24)	----(24)	2,330	5,611
Pickens	2,080	86.5	1,800	157	----(15)	----(15)	----	2,888
Pierce	2,420	81.0	1,960	210	502	152	2,002	4,627
Pike	1,880	81.4	1,530	158	----(9)	----(9)	1,237	1,970
Polk	7,280	87.9	6,400	1,009	7,176	2,512	6,292	13,405
Pulaski	2,240	75.4	1,690	240	----(7)	----(7)	1,977	4,512
Putnam	1,890	81.5	1,540	225	----(23)	----(23)	1,232	3,526
Quitman	810	74.1	600	10	----(12)	----(12)	----	443
Rabun	1,890	82.5	1,560	86	----(22)	----(22)	988	3,101
Randolph	3,900	75.4	2,940	399	----(12)	----(12)	2,154	5,218
Richmond	25,290	82.1	20,760	10,292	18,379	7,006	40,640	80,386
Rockdale	2,270	84.6	1,920	254	----(31)	----(31)	1,298	3,035
Schley	1,080	63.0	680	128	----(29)	----(29)	661	1,313
Screven	4,380	75.6	3,310	258	771	256	2,108	5,825
Seminole	1,930	79.8	1,540	202	----(16)	----(16)	1,793	3,282
Spalding	7,860	86.4	6,790	2,097	8,390	3,137	8,473	18,804
Stephens	3,190	84.0	2,680	410	----(22)	----(22)	2,218	6,482
Stewart	2,380	78.2	1,860	180	----(29)	----(29)	1,610	3,413
Sumter	5,760	75.9	4,370	1,220	2,796	834	6,575	11,421
Talbot	2,040	77.0	1,570	179	1,129(33)	274(33)	830	1,657
Taliaferro	1,210	78.5	950	93	----(28)	----(28)	141	1,115
Tattnall	3,650	82.5	3,010	366	----(10)	----(10)	2,529	4,595
Taylor	2,450	80.4	1,970	310	----(33)	----(33)	1,548	3,298
Telfair	3,610	80.9	2,920	337	----(30)	----(30)	1,628	5,038
Terrell	3,910	73.7	2,880	424	----(26)	----(26)	4,032	5,496
Thomas	8,600	80.2	6,900	1,575	3,796	1,215	7,870	17,492
Tift	5,080	79.9	4,060	809	2,260	716	5,737	12,963
Toombs	3,850	79.2	3,050	495	----(10)	----(10)	3,208	8,302
Towns	1,240	83.1	1,030	(A-1)	----(22)	----(22)	708	460
Treutlen	1,520	78.9	1,200	105	----(25)	----(25)	848	2,329
Troup	12,070	80.0	9,660	2,980	13,188	4,866	13,975	36,365
Turner	2,510	81.7	2,050	205	----(5)	----(5)	2,651	4,135
Twiggs	1,430	76.2	1,090	140	----(24)	----(24)	----	1,264
Union	1,580	78.5	1,240	(A-1)	----(19)	----(19)	----	706
Upson	6,530	84.1	5,490	1,156	7,458	2,906	3,879	10,550
Walker	8,170	90.1	7,360	1,877	----(11)	----(11)	3,185	9,697
Walton	5,360	84.7	4,540	549	1,994	609	4,032	8,335
Ware	7,980	82.7	6,600	1,761	3,456	1,164	6,873	21,133
Warren	2,110	84.4	1,780	193	----(20)	----(20)	2,192	2,706
Washington	5,700	76.7	4,370	661	1,776	531	2,973	7,516
Wayne	3,200	79.4	2,540	427	772	235	1,664	5,448
Webster	900	76.7	690	74	----(29)	----(29)	----	772
Wheeler	1,660	81.3	1,350	109	----(30)	----(30)	----	1,231
White	1,770	81.4	1,440	10	----(22)	----(22)	----	820
Whitfield	6,830	90.9	6,210	1,056	9,234	2,997	10,542	18,197
Wilcox	2,260	80.5	1,820	100	----(5)	----(5)	275	2,887
Wilkes	3,310	74.6	2,470	391	----(28)	----(28)	2,113	5,333
Wilkinson	2,700	81.5	2,200	92	----(4)	----(4)	1,017	2,840
Worth	4,210	79.3	3,340	379	574	165	1,853	4,543

(1) Includes Appling, Bacon, Coffee & Jeff Davis Counties. (2) Includes Atkinson & Clinch Counties. (3) Includes Baker & Calhoun Counties. (4) This figure includes Baldwin & Wilkinson Counties. (5) Includes Ben Hill, Irwin, Turner & Wilcox Counties. (6) Includes Berrien & Cook Counties. (7) Includes Bleckley & Pulaski Counties. (8) Includes Bryon & Effingham Counties. (9) Includes Butts, Lamar & Pike Counties. (10) Includes Candler, Evans, Tattnall & Toombs Counties. (11) Includes Catoosa, Dade & Walker Counties. (12) Includes Clay, Quitman & Randolph Counties. (13) Includes Clayton, Fayette & Henry Counties. (14) Includes Crisp & Dooly Counties. (15) Includes Dawson, Forsyth, Lampkin & Pickens Counties. (16) Includes Early, Miller & Seminole Counties. (17) Includes Echols & Lanier Counties. (18) Includes Elbert, Franklin & Hart Counties. (19) Includes Fannin, Gilmer, Murray & Union Counties. (20) Includes Glascock, McDuffie & Warren Counties. (21) Includes Greene & Morgan Counties. (22) Includes Habersham, Rabun, Stevens, Towne & White Counties. (23) Includes Hancock, Jasper & Putnam Counties. (24) Includes Houston, Peach & Twiggs Counties. (25) Includes Johnson & Treutlen Counties. (26) Includes Lee & Terrell Counties. (27) Includes Liberty, Long & McIntosh Counties. (28) Includes Lincoln, Taliaferro & Wilkes Counties. (29) Includes Marion, Schley, Stewart & Webster Counties. (30) Includes Montgomery, Telfair & Wheeler Counties. (31) Includes Newton & Rockdale Counties. (32) Includes Oconee & Oglethorpe Counties. (33) Includes Talbot & Taylor Counties. (A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS



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IDAHO

See page 3 for key to map.

MARKET INDICATORS FOR IDAHO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	525,000	'47	524,873	'40
BMB Families	129,900	'48	141,700	'46
Per Cent Radio	97.3	'48	92.4	'46
Radio Families	126,400	'48	131,000	'46
Number of Business Concerns (1)	7,742	'46	8,043	'39
Domestic Urban Electric Consumers	129,000	'46	94,000	'39
Private & Commercial Passenger Auto Registrations	124,048 †	'46	121,589	'39
Business Telephones	30,900	'46	21,600	'39
Residential Telephones	72,100	'46	36,400	'39
Nonagricultural Employment (2)	100,000	'46	87,000	'39
Total Income Payments to Individuals	$677,000,000	'47	213,000,000	'39
Per Capita Income Payments	$ 1,290	'47	411	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 11,271,000	'46	3,358,000	'41
Bank Deposits	$436,000,000	'46	101,000,000	'39
Drug Store Sales	$ 11,976,000	'46	5,671,000	'39
Gross Postal Receipts (4)	$ 2,770,000	'46	1,854,000	'39
Total Private Construction	$ 32,000,000	'46	12,300,000	'39
Private Residential Building	$ 12,100,000	'46	4,900,000	'39
Private Nonresidential Building	$ 9,300,000	'46	1,200,000	'39
Farm Construction	$ 4,200,000	'46	2,400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † Taxicabs not included.

AM STATIONS

City	Call Letters	Frequency	Power	Network
Boise	KDSH	950	1,000 CP-5,000	CBS
	KGEM	1340 CP-1140	250 CP-10,000	ABC
	KIDO	1380	2,500-LS 1,000-N	NBC
Burley	KBIO	1400	250	ABC-KBS
Caldwell	KCID	1490	250	
Coeur D'Alene	KVNI	1240	250	MBS
Idaho Falls	KID	1350	5,000-LS 500-N	MBS-KBS
	KIFI	1400	250	ABC
	*KYNG	1230	250	
Lewiston	*KRLC	1350	1,000	MBS
Moscow	KRPL	1400	250	
Nampa	KFXD	580	1,000	MBS
Pocatello	KEIO	1450 CP-1,440	250 CP-1,000	ABC
	KEYY	1240	250	MBS
	KSEI	930	5,000	NBC
Preston	*KPST	1340	250	KBS
Twin Falls	KLIX	1340	250	ABC
	KTFI	1270	5,000-LS 1,000-N	NBC
East Twin Falls	KVMV	1450	250	MBS
Wallace	KWAL	1450 CP-620	250 CP-1,000	MBS-KBS
Weiser	KWEI	1240	250	KBS

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Boise	KIDO-FM	106.1	291	7
Idaho Falls	KID-FM	103.3	277	4.8
Nampa	KFXD-FM	101.9	270	2.5
Pocatello	KSEI-FM	96.5	243	1.8
Preston	KPST	92.5	223	--
Twin Falls	KTFI-FM	99.7	259	3
Weiser	KWEI-FM	100.9	265	--

IDAHO RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Boise	Ada	5 810	97.4	5 660	Con
Burley	Cassia	1 030	96.1	990	
Caldwell	Canyon	1 590	96.2	1 530	
Coeur D'Alene	Kootenai	2 370	97.0	2 300	Con
Idaho Falls	Bonneville	2 960	96.3	2 850	Con
Lewiston	Nez Perce	2 510	96.4	2 420	Con
Moscow	Latah	1 370	98.5	1 350	
Nampa	Canyon	2 600	96.9	2 520	Con
Pocatello	Bannock	3 650	98.1	3 580	Con
Twin Falls	Twin Falls	2 550	96.9	2 470	Con
Wallace	Shoshone	4 920	98.4	4 840	

IDAHO RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Ada	12,440	97.8	12,170	8,602	11,622	5,848	43,150	73,711
Adams	830	96.4	800	131	193	65	892	1,704
Bannock	7,610	97.8	7,440	5,028	5,572	2,455	18,325	42,774
Bear Lake	1,980	98.5	1,950	677	331	113	1,939	5,987
Benewah	1,780	97.2	1,730	376	544	176	1,616	4,285
Bingham	4,810	97.7	4,700	1,591	1,135	426	8,544	13,257
Blaine	1,380	97.8	1,350	403	496	250	1,861	6,122
Boise	650	95.4	620	5	81	33	----	1,096
Bonner	3,960	95.5	3,780	630	1,237	492	3,847	9,398
Bonneville	5,560	97.1	5,400	2,835	4,234	1,784	18,460	35,204
Boundary	1,270	96.9	1,230	260	421	162	1,878	4,689
Butte	520	98.1	510	92	90	30	1,001	1,096
Camas	310	96.8	300	114	36	11	----	843
Canyon	11,140	97.3	10,840	5,234	6,190	2,482	27,416	42,011

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Caribou	550	98.2	540	173	208	98	2,211	2,277
Cassia	3,290	97.0	3,190	1,105	1,736	774	6,690	12,242
Clark	300	96.7	290	60	19	4	----	522
Clearwater	1,910	96.9	1,850	480	741	286	1,636	5,921
Custer	910	96.7	880	259	109	37	422	2,479
Elmore	1,540	92.2	1,420	473	1,063	672	3,264	4,857
Franklin	2,320	98.7	2,290	909	587	220	2,103	7,201
Fremont	2,350	97.0	2,280	702	455	181	4,045	6,696
Gem	2,200	96.8	2,130	748	790	316	3,233	7,945
Gooding	2,590	97.3	2,520	507	555	221	4,150	7,772
Idaho	3,370	97.0	3,270	1,377	653	235	5,291	8,990
Jefferson	2,840	97.9	2,780	647	402	161	1,699	5,195
Jerome	2,530	97.2	2,460	625	818	383	4,864	7,928
Kootenai	5,770	96.9	5,590	2,179	2,397	1,069	6,620	17,018
Latah	4,510	98.2	4,430	3,179	3,380	1,561	14,200	16,863
Lemhi	1,830	95.6	1,750	370	416	172	2,250	5,921
Lewis	1,270	97.6	1,240	811	436	171	2,634	3,660
Lincoln	1,180	97.5	1,150	207	178	60	1,799	2,783
Madison	1,890	97.4	1,840	788	557	210	2,710	6,814
Minidoka	2,390	97.5	2,330	671	530	174	3,977	7,371
Nez Perce	4,730	96.8	4,580	2,838	4,871	2,204	16,099	26,568
Oneida	1,260	98.4	1,240	404	281	103	3,592	2,529
Owyhee	1,790	95.0	1,700	(A-1)	201	59	318	2,581
Payette	2,770	97.1	2,690	1,276	1,148	470	4,180	7,994
Power	1,070	97.2	1,040	297	160	47	2,014	3,154
Shoshone	4,920	98.4	4,840	1,886	6,233	3,853	16,244	24,282
Teton	800	97.5	780	282	64	22	1,231	1,518
Twin Falls	9,500	97.9	9,300	4,598	5,632	2,447	25,391	43,383
Valley	970	96.9	940	238	633	378	1,653	4,285
Washington	2,310	97.0	2,240	981	799	284	4,070	9,074
Yellowstone National Park	----	----	----	----	----	----	----	----

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

ILLINOIS

AM STATIONS

City	Frequency	Power	Network
Alton	*WOKZ 1570	1,000-D	
Aurora	WMRO 1280	250-D	KBS
Belleville	WIBV 1060	250-D	
Bloomington	WJBC 1230	250	ABC
Cairo	WKRO 1490	250	MBS
Canton	WBYS 1560	250-D	
Carbondale	WCIL 1020	1,000-D	
Carthage	WCAZ 990	1,000-D	
Centralia	WCNT 1210	1,000-D	
Champaign	WDWS 1400	250	CBS-KBS
Chicago	WAAF 950	1,000-D	
	WAIT 820	5,000	L-LS, Dallas
	WBBM 780	50,000	CBS
	WCBD 820	5,000	
	WCFL 1000	10,000 CP-50,000	
	WCRW 1240	100	SH-WEDC, WSBC
	WEDC 1240	250	SH-WCRW, WSBC
	WENR 890	50,000	ST-WLS
	WGES 1390	5,000	
	WGN 720	50,000	MBS
	WIND 560	5,000	
	WJJD 1160	50,000	L-KSL
	WLS 890	50,000	ST-WENR ABC
	WMAQ 670	50,000	NBC
	WMBI 1110	5,000	L-KFAB, WBT
	WSBC 1240	250	SH-WCRW, WEDC
Cicero	WHFC 1450	250	
Clinton	WHOW 1520	1,000-D	
Danville	WDAN 1490	250	CBS
Decatur	WSOY 1340	250	CBS
DeKalb	WLBK 1360	500-D	
E. St. Louis	WTMV 1490	250	
Effingham	WCRA 1090	250-D	
Evanston	WNMP 1590	1,000-D	
Freeport	WFRL 1570	1,000-D	
Galesburg	WGIL 1400	250	MBS
Harrisburg	WEBQ 1240	250	KBS
Herrin	WJPF 1340	250	MBS-KBS
Jacksonville	WLDS 1180	1,000-D	KBS
Joliet	WJOL 1340	250	KBS
Kankakee	WKAN 1320	1,000-D	
LaSalle	WLPO 1220	250-D	
Lawrenceville	*WLNR 1300	1,000-D	
Macomb	WKAI 1510	250-D	KBS
Mattoon	WLBH 1170	250-D	
Moline	WQUA 1230	250	MBS
Mount Carmel	*WVMC 1360	500-D	
Mt. Vernon	WMIX 940	1,000-D	
Oak Park	* 1490	250	
Olney	WVLN 740	250	
Pekin	WSIV 1140	1,000-D	
Peoria	WEEK 1350	1,000	NBC
	WIRL 1290	5,000	ABC
	WMBD 1470	5,000-LS	CBS
		1,000-N	
		CP-5,000-U	
	WMMJ 1020	1,000-D	MBS
	WWXL 1580	1,000-D	
	CP-1590	CP-1,000	
Quincy	*WFAR 1230	250	
	WGEM 1440	1,000	
	WTAD 930	1,000	CBS
Rockford	WROK 1440	1,000-LS	ABC
		500-N	
Rock Island	WHBF 1270	5,000	ABC
Springfield	WCVS 1450	250	ABC
	WTAX 1240	100	CBS
Tuscola	WDZ 1050	1,000-D	
Urbana	WILL 580	5,000-D	
	*WKID 1580	250-D	

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5000 WATTS **WAIT** 360 No. Mich. Ave. Chicago 1. ILL.

Represented by Taylor-Borrott & Co., Inc.

See page 3 for key to map.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Alton	WOKZ-FM	99.9	260	9.1
Aurora	WBNU	103.9	280	1
Bloomington	WJBC-FM	101.5	268	45
Canton	WBYS-FM	100.9	265	0.650
Carbondale	WCIL-FM	100.7	264	5.9
Centralia	WCNT-FM	96.5	243	67
Champaign	WDWS-FM	97.5	248	27
Chicago	WCTF	89.9	210	75
	WBEZ	91.5	218	14
	WENR-FM	94.7	234	40
	WMBI-FM	95.5	238	50
		93.1	226	34
	WBIK	96.3	242	17
	WBBM-FM	97.1	246	13
	WEHS	97.9	250	16
	WGNB	98.7	254	40
	WEFM	99.5	258	30
	WFMF	100.3	262	17
	WMAW-FM	101.1	266	24
	WXRT	101.9	270	25
	WAAF-FM	103.5	278	12.5
	WCFL-FM	104.3	282	22
	WANF	105.9	290	19
Decatur	WSOY-FM	102.1	271	31.2
East St. Louis	WTMV-FM	102.5	273	--
Elmwood Park	WLEY	107.1	296	0.32
Evanston	WEAW	96.7	244	0.665
		107.9	300	30
Freeport	WFJS	102.5	273	9
Harrisburg	WEBQ-FM	99.9	260	4.2
Herrin	WJPF-FM	98.5	253	20
Jacksonville	WLDS-FM	100.5	263	--
Kankakee	WKIL	100.7	264	73
LaGrange	WRGK	103.1	276	0.450
Marion	WHKR	101.7	269	1
Moline	WQUA-FM	94.5	233	10
Mt. Vernon	WMIX-FM	94.1	231	15.2
Oak Park	WOAK	98.3	252	0.770
	WNOI	102.3	272	--
	WMRE	105.5	288	0.700
Peoria	WMBD-FM	92.5	223	16
	WWXL-FM	94.1	231	20
	WIRL-FM	95.7	239	51
	WMMJ-FM	96.5	243	10
Quincy	WTAD-FM	99.5	258	53
Rockford	WROK-FM	97.5	248	17
RockIsland	WHBF-FM	98.9	255	36.6
Springfield	WTAX-FM	103.7	279	6.7
	WCVS-FM	102.9	275	25
	WRXS	104.5	283	15
Urbana	WIUC	91.7	219	0.1
Waukegan	WKER	92.7	224	--
	WKRS	106.7	294	12
Woodstock	WILA	92.1	221	1

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Chicago 2, 4, 5, 7, 9, 11 13			
CP	ABC	(WENR-TV)	7
L	Balaban & Katz	(WBKB)	4
CP	NBC	(WNBQ)	5
O	WGN, Inc.	(WGN-TV)	9
A-H	CBS		11
A-H	Johnson-Kennedy Radio Corp.		2
A-H	Sun & Times Co.		13
A-H	Warner Bros. Pictures		13
A-H	Zenith Radio Corp.		2
Peoria 3, 6, 12			
CP	Peoria Bcstg. Co.	(WMBD-TV)	6
CP	West Central Bcstg. Co.		12
Quincy 11			
A	Lee Bcstg. Inc.		11
Rockford 12			
A	Rockford Bcstrs.		12
Rock Island (See also Moline, Davenport)			
CP	Rock Island Bcstg. Co.	(WHBF-TV)	4
Springfield 8, 10			
A	Trans-Amer. TV Corp.		10

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing; L indicates license granted.

TALK ABOUT *Markets!!*

In the Nielsen Chicago area of 4,194,000 radio homes, WGN reaches more radio homes at least once a week than any other Chicago radio station.*

WGN reaches at least 25 to 100% of the radio homes in 361 counties at night or 3,124,000 radio families.**

What other station can
offer such an audience
to an advertiser?

*Nielsen Radio Index **Broadcast Measurement Bureau

A Clear Channel Station...
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

HOOPER Shows WHBF to be Best Buy in the QUAD-CITIES

Rock Island, Ill.
Moline, Ill.
East Moline, Ill.
Davenport, Iowa

Here's the December-April '48
QUAD-CITY HOOPER (Share of Audience)

(Weekdays)	WHBF	Station "B"	Station "C"	Station "D"
Mornings	54.2	19.8	6.7	2.9
Afternoons	33.8	23.4	14.0	9.4
Evenings	29.4	36.2	9.1	6.8
Sunday	27.3	22.0	12.6	5.0

Over 200,000 Urban Population in the QUAD-CITIES

QUAD-CITIES — AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

AM WHBF FM
Basic ABC — 5 KW-1270 KC

Les Johnson, V. P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

WEAW

serving Chicago and Northern Illinois

Of Course, it's FM

(and frankly, we're glad it is!)

200 sponsors can't be wrong

36,000 WATTS

North Shore Broadcasting Co., Inc.

2425 Main St., Evanston, UNiversity 4-4606

MARKET INDICATORS FOR ILLINOIS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	8,397,000	'47	7,897,241	'40
BMB Families	2,357,400	'48	2,330,000	'46
Per Cent Radio	97.5	'48	95.7	'46
Radio Families	2,297,800	'48	2,230,000	'46
Number of Business Concerns (1)	146,627	'46	146,731	'39
Domestic Urban Electric Consumers	1,966,000	'46	1,747,000	'39
Private & Commercial Passenger Auto Registrations	1,611,046	'46	1,624,031	'39
Business Telephones	822,700	'46	569,600	'39
Residential Telephones	1,641,800	'46	897,000	'39
Nonagricultural Employment (2)	2,747,000	'46	2,207,000	'39
Total Income Payments to Individuals	$13,636,000,000	'47	5,285,000,000	'39
Per Capita Income Payments	$ 1,501	'47	671	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 389,724,000	'46	95,208,000	'41
Bank Deposits	$10,944,000,000	'46	4,781,000,000	'39
Drug Store Sales	$ 233,681,000	'46	109,294,000	'39
Gross Postal Receipts (4)	$ 108,400,000	'46	76,323,000	'39
Total Private Construction	$ 449,400,000	'46	207,000,000	'39
Private Residential Building	$ 184,300,000	'46	102,300,000	'39
Private Nonresidential Building	$ 194,100,000	'46	48,300,000	'39
Farm Construction	$ 19,600,000	'46	14,300,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

ILLINOIS RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Alton	Madison	9 310	97.0	9 030	
Aurora	Kane	14 150	98.7	13 970	Con
Belleville	St. Clair	9 210	97.4	8 970	Con
Berwyn	Cook	14 220	99.6	14 160	
Bloomington	McLean	10 410	97.9	10 190	Con
Brookfield	Cook	2 930	99.7	2 920	
Cairo	Alexander	4 730	85.2	4 030	Con
Canton	Fulton	3 800	97.4	3 700	Con
Carbondale	Jackson	2 710	93.7	2 540	
Carthage	Hancock	920	95.7	880	
Centralia	Marion	5 080	94.1	4 780	Con
Champaign	Champaign	7 510	98.1	7 370	Con
Chicago	Cook	973 480	98.3	956 930	Con - Hooper Pulse
Cicero	Cook	18 390	99.1	18 220	
Clinton	De Witt	2 000	97.0	1 940	
Danville	Vermilion	12 100	96.6	11 690	Con
Decatur	Macon	18 600	97.9	18 210	Con
Dixon	Lee	3 410	98.2	3 350	
East St. Louis	St. Clair	22 750	95.6	21 760	
Effingham	Effingham	1 890	96.3	1 820	
Elgin	Kane	10 710	98.7	10 570	
Elmwood Park	Cook	3 720	99.7	3 710	
Evanston	Cook	18 620	99.1	18 450	
Freeport	Stephenson	6 900	98.0	6 760	Con
Galesburg	Knox	9 430	97.3	9 180	Con
Harrisburg	Saline	3 650	94.5	3 450	Con
Herrin	Williamson	2 980	94.6	2 820	Con
Jacksonville	Morgan	4 990	96.2	4 800	Con
Joliet	Will	12 410	97.9	12 150	Con
Kankakee	Kankakee	6 770	98.2	6 650	Con
Kewanee	Henry	5 220	96.9	5 060	
La Salle	La Salle	3 560	97.5	3 470	
Lincoln	Logan	3 030	96.7	2 930	
Macomb	McDonough	2 930	96.6	2 830	
Mattoon	Coles	4 990	96.2	4 800	Con
Maywood	Cook	7 330	99.0	7 260	
Moline	Rock Island	11 010	98.3	10 820	Hooper
Mount Vernon	Jefferson	4 780	94.8	4 530	Con
Oak Park	Cook	19 630	99.6	19 550	
Olney	Richland	2 540	96.1	2 440	
Ottawa	La Salle	4 660	98.3	4 580	
Pekin	Tazewell	5 990	97.8	5 860	Con
Peoria	Peoria	32 850	97.4	32 000	Con - Hooper
Quincy	Adams	12 870	95.7	12 320	Con
Rockford	Winnebago	26 690	98.3	26 240	Con
Rock Island	Rock Island	13 280	98.3	13 050	Hooper
Springfield	Sangamon	23 200	97.5	22 610	Con - Hooper
Sterling	Whiteside	3 530	98.3	3 470	
Streator	La Salle	4 400	98.4	4 330	
Tuscola	Douglas	950	96.8	920	Con
Urbana	Champaign	4 700	98.7	4 640	
Waukegan	Lake	10 200	98.7	10 070	
West Frankfort	Franklin	3 910	94.4	3 690	

STILL ON TOP!

WROK WABC

*41.8% MORNING

*34.9% AFTERNOON

*30.8% EVENING

*CONLAN SURVEY
(MAY 9-15, 1948)

WROK
Serves a $438,292,000 Market

HEADLEY-REED
NATIONAL REPRESENTATIVES

1000 W DAY
500 W NIGHT

IN THE ROCKFORD, ILL AREA

1340 250 watts

WJOL

The Only Station in WILL County

(Established in 1926)

SEE CONLAN RATINGS

Bob Bowles, *Manager*

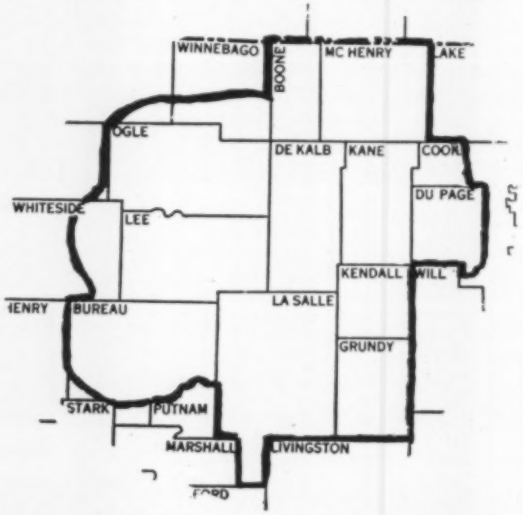
ILLINOIS RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	20,100	95.0	19,100	10,090	14,914	6,368	34,226	53,520
Alexander	7,700	86.2	6,640	2,014	3,238	1,249	6,670	15,513
Bond	4,450	93.5	4,160	1,656	1,157	420	5,980	7,756
Boone	4,700	98.5	4,630	2,719	2,510	1,227	9,403	13,961
Brown	2,350	94.0	2,210	1,341	1,040(1)	292(1)	3,238	4,654
Bureau	12,040	97.6	11,750	6,006	3,878	1,638	23,535	25,597
Calhoun	1,930	93.8	1,810	398	334	101	2,055	3,103
Carroll	5,780	97.4	5,630	4,298	1,243	453	10,337	13,961
Cass	4,850	95.1	4,610	2,088	1,933	736	8,214	10,858
Champaign	21,040	98.1	20,650	12,982	11,194	4,504	46,430	82,995
Christian	11,650	96.1	11,190	4,826	6,329	3,344	14,719	28,699
Clark	5,730	94.6	5,420	2,643	1,402	469	7,329	10,083
Clay	5,530	94.9	5,250	2,205	1,929	641	6,935	12,410
Clinton	6,610	94.9	6,270	1,558	2,050	798	8,645	10,860
Coles	12,140	96.3	11,690	6,124	6,740	2,441	17,242	35,680
Cook	1,210,550	98.3	1,190,570	771,112	1,594,413	962,347	5,015,380	4,545,523
Crawford	6,550	95.0	6,220	4,088	2,581	1,098	9,658	13,186
Cumberland	3,460	95.7	3,310	943	893	271	2,905	3,878
De Kalb	10,870	98.3	10,680	6,918	7,707	3,685	29,932	38,782

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

$806,608,000 Spent Annually in 13 Counties Comprising the Primary Coverage of WLBK

Potential of
192,188 Radio Homes
23,367 Farms



Offering:
1,000 Families
Circulation for
12 cents

WLBK is the Key to the Rich Agricultural and Industrial Market of Northern Illinois

1360 kc

WLBK

DE KALB, ILLINOIS

500 watts

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
DeWitt	5,570	96.8	5,390	2,117	1,201	348	8,450	13,961
Douglas	5,490	96.9	5,320	2,599	1,546	517	11,174	12,410
Du Page	30,220	99.2	29,970	24,744	9,341	4,546	37,711	83,770
Edgar	7,980	96.0	7,660	3,134	3,050	1,150	14,938	17,840
Edwards	2,950	94.2	2,780	1,307	621	224	2,225	3,878
Effingham	6,160	95.3	5,870	3,278	2,735	913	9,517	17,065
Fayette	7,750	94.5	7,320	2,779	2,593	941	8,397	13,961
Ford	4,890	98.4	4,810	2,935	1,554	544	9,983	13,187
Franklin	16,690	93.8	15,660	3,682	10,340	6,619	10,431	31,026
Fulton	13,740	96.5	13,260	7,875	6,196	3,951	19,032	31,802
Gallatin	3,230	92.9	3,000	698	1,319(2)	510(2)	2,301	4,654
Greene	6,120	93.8	5,740	1,776	1,377	404	8,060	10,859
Grundy	5,670	98.1	5,560	2,931	2,710	1,381	13,751	16,289
Hamilton	3,330	92.5	3,080	892	684	212	2,261	5,429
Hancock	8,950	95.4	8,540	4,178	1,682	541	11,920	14,738
Hardin	2,050	92.7	1,900	219	----(1)	----(1)	2,439	3,102
Henderson	2,980	95.6	2,850	993	628	167	3,740	3,878
Henry	14,520	97.5	14,150	8,845	5,108	2,225	29,272	37,231
Iroquois	10,410	97.5	10,150	5,187	2,742	995	17,144	22,494
Jackson	10,730	93.4	10,020	3,340	5,428	2,010	12,055	24,821
Jasper	3,970	94.5	3,750	1,013	535	156	3,825	4,654
Jefferson	10,670	94.1	10,040	4,078	6,179	3,008	8,939	24,821
Jersey	4,060	92.4	3,750	1,120	1,366	495	6,334	8,532
Jo Daviess	6,430	96.1	6,180	3,307	1,717	661	11,241	13,961
Johnson	2,530	92.1	2,330	387	408	98	1,895	3,878
Kane	37,940	98.0	37,170	26,583	39,961(3)	21,748(3)	79,194	145,822
Kankakee	15,340	98.2	15,070	7,492	11,632	5,950	26,840	55,847
Kendall	3,550	98.0	3,480	1,858	1,009	455	3,936	6,205
Knox	16,660	97.0	16,160	9,381	9,739	4,270	33,451	48,866
Lake	33,380	98.7	32,950	24,335	28,387	15,050	52,382	128,758

(Continued on page 78)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

WKRS

The Radio Voice of the Waukegan News-Sun

106.7 Megacycles on the FM Band

Lake County's ONLY Broadcasting Station

Our primary coverage area extends to Gary on the South and Milwaukee on the North. We'll reach a good share of over 924,000 homes and do it for less than $80 a week for a half hour strip, less than $40 a week for a 15 minute strip.

If you are wondering about FM and want to get good time in the Chicago area . . .

. . . here's a reasonable way to do it—

Call or Write:

P. O. Box 500 Waukegan, Ill.

or Ontario 9000

ILLINOIS RADIO MARKET DATA BY COUNTIES

(Continued from page 77)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
La Salle	28,520	97.8	27,890	15,837	24,803	11,882	61,572	96,956
Lawrence	5,510	94.6	5,210	2,940	2,431	1,042	6,608	11,635
Lee	9,180	98.4	9,030	5,620	4,725	2,309	18,930	25,597
Livingston	10,060	97.7	9,830	6,552	3,499	1,262	24,021	27,924
Logan	7,820	97.2	7,600	4,103	3,120	1,070	18,315	22,494
McDonough	8,840	96.4	8,520	6,244	3,518	1,317	18,167	23,270
McHenry	11,470	98.6	11,310	7,968	7,034	3,361	24,041	39,558
McLean	22,840	97.9	22,350	13,901	14,413	5,781	51,158	71,359
Macon	26,430	97.8	25,840	13,560	21,690	10,982	52,214	90,751
Macoupin	15,600	95.0	14,820	4,656	5,935	2,926	16,533	25,597
Madison	44,730	96.6	43,230	21,452	46,734	24,028	82,610	131,085
Marion	13,500	93.9	12,680	5,907	7,410	2,919	21,141	40,333
Marshall	4,170	98.8	4,120	1,871	1,151	395	8,804	9,308
Mason	4,870	95.3	4,640	2,865	1,454	492	7,756	11,635
Massac	4,100	91.2	3,740	899	1,731	598	4,891	6,205
Menard	3,180	95.3	3,030	1,243	743	251	5,874	6,205
Mercer	5,690	96.8	5,510	3,559	1,059	344	7,315	10,083
Monroe	3,930	93.6	3,680	1,749	1,309	469	6,797	6,981
Montgomery	10,750	95.3	10,240	4,191	4,683	1,936	17,825	24,043
Morgan	9,900	95.8	9,480	4,454	4,217	1,669	17,910	28,696
Moultrie	4,070	95.1	3,870	1,519	1,377	488	5,281	8,532
Ogle	9,580	97.7	9,360	5,608	4,165	2,132	15,128	22,494
Peoria	46,320	97.6	45,200	29,873	62,627	32,650	110,732	185,380
Perry	7,410	93.4	6,920	2,452	3,521	1,960	7,012	13,961
Piatt	4,450	97.3	4,330	2,195	1,030	372	8,260	8,532
Pike	7,560	94.2	7,120	2,841	1,595	491	10,401	13,187
Pope	2,080	92.3	1,920	367	----(2)	----(2)	909	2,327

(Continued on page 80)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

SERVING GALESBURG
AND WESTERN ILLINOIS

WGIL

Mutual

GALESBURG, ILLINOIS

Here is one of the richest communities in the country—served only by WGIL.

Population 247,866
(including trading area)
Families 70,688
Radio Homes 63,348
Retail Sales $60,502,000
(trading area 40 miles radius)
Industry ..... 50 diversified industries
Education—Knox College, University of Illinois, six High Schools

Galesburg is the center of a large agricultural community with farms averaging 150 acres per farm. Galesburg is the largest division headquarters of the CB&Q Railroad, employing over 3,000 people, and on the main line of the Santa Fe.

AND. . . WGIL reaches most of the radio homes from "sign on" to "sign off."*

	Morning	Afternoon	Evening	Total
WGIL	38.2%	30.7%	29.5%	31.6%
2nd (Chg)	15.7%	23.3%	24.5%	22.3%

*Conlan Survey.

E. J. HUBER, General Manager
Representative: MC GEEHAN & O'MARA, INC.

WE ARE IT AGAIN
IN
CHAMPAIGN-URBANA

WDWS

- 1948 CONLAN SAYS 42% FOR WDWS
- CLOSEST RIVAL ONLY 17.4%
- MEET THE PEOPLE
- 58,880 IN CHAMPAIGN-URBANA 1948
- 19,000 MORE ATTEND UNIVERSITY OF ILL.
- 90,000 IN HOME COUNTY, CHAMPAIGN
- $5,401 PER FAMILY INCOME CHAMPAIGN
- $4,987 PER FAMILY INCOME URBANA
- $4,702 PER FAMILY INCOME COUNTY
- $120,000,000 SPENT IN RETAIL SALES AREA

REPRESENTED BY

ROBT. MEEKER AND ASSOCIATES

521 FIFTH AVE., N. Y. – 333 N. MICHIGAN, CHICAGO

WMBD Now Delivers

DOUBLE COVERAGE

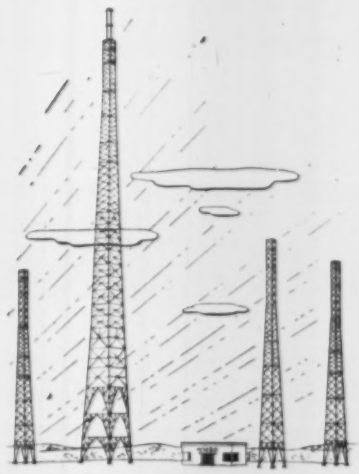
NEW!
5000 Watt AM Facilities

TWICE the nighttime coverage and 20% greater daytime coverage . . . the result of WMBD'S new AM transmitting equipment and new transmitter location, plus increased power to 5000 watts at night.

NEW!
20,000 Watt FM Facilities

(The only Peoria FM Station)

Tremendous listenership bonus for advertisers beyond the new AM coverage AT NO EXTRA COST. New FM equipment and 20,000 watt power give WMBD listeners complete duplication of every AM broadcast.



Sketch of WMBD's new transmitter and towers

BUT . . . it takes more than technical facilities to maintain WMBD as the DOMINANT voice in the "Heart of Illinois." It takes the largest staff of experienced radio people in Central Illinois . . .

- Four veteran newsmen devoting their efforts exclusively to editing and presenting world and local news . . .
- A full staff orchestra, plus *23* other program personalities presenting *14 hours* of live talent entertainment every week . . .
- A total of *65* trained personnel working full-time to maintain the highest rating programs that have earned WMBD a larger share of the Peoria audience than all other Peoria stations combined. (See Hooper, Peoria, Illinois—Fall-Winter Report October 1947 through February 1948.)

Call the Free & Peters representative for full information and facts about WMBD and the Peoriarea market.

First in Peoriarea — **CBS** AFFILIATE

WMBD

Peoria, Illinois — 5000 WATTS

ILLINOIS RADIO MARKET DATA BY COUNTIES

(Continued from page 78)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Pulaski	4,260	90.4	3,850	770	760	210	2,274	5,429
Putnam	1,680	96.4	1,620	710	181	62	2,218	2,327
Randolph	8,670	94.5	8,190	3,186	4,979	2,415	11,308	17,065
Richland	5,070	94.7	4,800	2,821	4,005	1,388	5,063	11,634
Rock Island	34,520	98.2	33,900	19,865	37,557	18,432	71,566	111,591
St. Clair	51,110	96.1	49,130	22,855	44,783	23,167	88,634	134,963
Saline	11,630	94.1	10,940	2,733	5,154	2,633	11,607	22,494
Sangamon	34,930	97.3	33,970	17,878	30,483	13,373	65,373	133,412
Schuyler	3,490	96.6	3,370	1,252	----(1)	----(1)	3,685	6,205
Scott	2,630	94.3	2,480	675	476	139	3,413	3,878
Shelby	7,960	95.6	7,610	4,386	2,297	786	8,784	12,410
Stark	2,840	97.2	2,760	1,716	535	189	5,311	5,429
Stephenson	12,760	97.6	12,450	8,997	7,367	3,381	26,185	38,007
Tazewell	17,940	97.8	17,540	7,587	8,186	3,541	25,279	45,763
Union	5,100	93.3	4,760	1,570	2,207	735	6,237	10,083
Vermilion	26,830	96.3	25,840	11,796	15,688	7,302	35,820	78,340
Wabash	3,950	95.2	3,760	2,205	2,945	1,497	5,670	10,859
Warren	6,980	96.8	6,760	4,364	2,740	1,074	14,818	18,616
Washington	4,920	93.3	4,590	2,615	1,220	484	7,166	6,981
Wayne	5,780	93.3	5,390	1,712	2,588	1,137	6,942	10,859
White	5,970	94.0	5,610	2,685	2,716	1,090	10,923	12,289
Whiteside	13,400	97.5	13,070	9,178	7,862	3,718	24,208	37,231
Will	31,580	98.2	30,950	18,577	24,287	13,358	44,641	106,264
Williamson	15,160	94.4	14,310	3,657	5,907	3,003	7,845	28,699
Winnebago	37,940	98.3	37,310	22,825	49,248	28,683	74,667	152,803
Woodford	5,800	97.8	5,670	3,627	3,626	1,954	11,264	13,961

(1) Includes Brown & Schuyler Counties. (2) Inludes Gallatin & Hardin Counties. (3) Includes Johnson & Pope Counties.

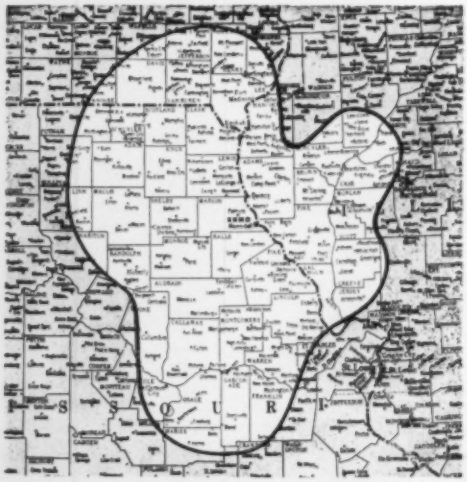
Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

KHMO Now on 1070 KC Mutual Network
5000 WATTS
1000 WATTS at NITE

OFFERS NATIONAL ADVERTISERS

A 42 county market in Iowa, Illinois and Missouri with 239,960 radio homes with an annual retail sales of $552,882,000.

KHMO is the only station in Hannibal . . . 120 miles from St. Louis . . . an "independent" area, sales-wise, which includes a 42 county primary. KHMO completely blankets Hannibal, Mo. and Quincy, Ill. day and nite. John Pearson Co. can give you the full details.



MUTUAL NETWORK

•

National Representatives John E. Pearson Co.

•

WAYNE W. CRIBB General Manager

•

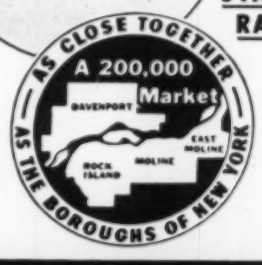
5000 Watts (d)
1000 Watts (n)

Now . . .
YOU CAN COVER THE QUAd-Cities LIKE AN ECLIPSE

WQUA

AT LOCAL STATION RATES

WQUA is *powered* and *programmed* for the QUAd-Cities! Our interference-free day-and-night signal blankets this four-city metropolitan market with planned programming, *of, by* and *for* its more than 200,000 people. Spotlighting their intense local interest in sports (*WQUA carried more than 200 play-by-play broadcasts in its first year!*), news, special events and music against a background of Mutual programs, we have won unprecedented recognition.



"The QUAd-Cities' Station"
WQUA
RADIO CENTER
MOLINE, ILL.
REPRESENTED BY T • H • S RADIO SALES
FULL TIME • MUTUAL BRUFF W. OLIN, Pres., Gen. Mgr.

INDIANA

AM STATIONS

City		Frequency	Power	Network
Anderson	WCBC	1470	1,000-D	
	WHBU	1240	250	ABC-KBS
Bedford	*WBIW	1340	250	
Bloomington	WSUA	1010	1,000-D	
	WTOM	1490	100	KBS
	*WTTS	1370	1,000-LS 500-N	
Connersville	*WCNB	1580	250-D	
Elkhart	WTRC	1340	250	NBC-KBS
Evansville	WEOA	1400	250	CBS
	WGBF	1280	5,000-LS 1,000-N	NBC
	WIKY	820	250-D	
	*WJPS	1330	5,000-LS 1,000-N	
Ft. Wayne	WANE	1450	250	
	WFTW	1090	1,000-D	KBS
	WGL	1250	1,000	NBC
	WKJG	1380	5,000	MBS
	WOWO	1190	10,000	ABC
Hammond	WJOB	1230	250	
Indianapolis	WFBM	1260	5,000	CBS
	WIBC	1070	5,000	MBS
	WIRE	1430	5,000	NBC
	WISH	1310	5,000-LS 1,000-N	ABC
(mp)	WXLW	1590	1,000-D	
Kokomo	*WIOU	1350	1,000	
	WKMO	1400	250	CBS-KBS
Jasper	*WITZ	990	1,000-D	
Lafayette	WBAA	920	5,000-LS 1,000-N	
	WASK	1450	250	MBS
La Porte	*WLOI	1540	250-D	
Marion	WBAT	1600	500-D	
Michigan City	WIMS	1420	1,000-D	
Muncie	WLBC	1340	250	CBS-KBS
Richmond	WKBV	1490	250	MBS
South Bend	WHOT	1490	250	ABC
	WJVA	1580	250-D	
	WSBT	960	5,000	CBS
Tell City	WTCJ	1230	250	KBS
Terre Haute	WBOW	1230	250	NBC
	WTHI	1480	1,000	ABC
Vincennes	WAOV	1450	250	MBS

* Construction Permit.

MARKET INDICATORS FOR INDIANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	3,835,000	'47	3,427,796	'40
BMB Families	1,139,700	'48	1,048,000	'46
Per Cent Radio	96.5	'48	93.4	'46
Radio Families	1,099,800	'48	979,000	'46
Number of Business Concerns (1)	59,202	'46	58,476	'39
Domestic Urban Electric Consumers	851,000	'46	684,000	'39
Private & Commercial Passenger Auto Registrations	894,058	'46	822,942	'39
Business Telephones	209,800	'46	124,600	'39
Residential Telephones	657,500	'46	268,500	'39
Nonagricultural Employment (2)	938,000	'46	773,000	'39
Total Income Payments to Individuals	$4,936,000,000	'47	1,688,000,000	'39
Per Capita Income Payments	$ 1,287	'47	495	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 118,713,000	'46	23,554,000	'41
Bank Deposits	$2,882,000,000	'46	961,000,000	'39
Drug Store Sales	$ 107,199,000	'46	43,824,000	'39
Gross Postal Receipts (4)	$ 24,914,000	'46	16,091,000	'39
Total Private Construction	$ 256,500,000	'46	82,000,000	'39
Private Residential Building	$ 62,500,000	'46	38,700,000	'39
Private Nonresidential Building	$ 156,500,000	'46	19,800,000	'39
Farm Construction	$ 11,500,000	'46	7,800,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

INDIANA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Anderson	Madison	15 020	97.9	14 700	Con
Bedford	Lawrence	4 420	95.2	4 210	
Bloomington	Monroe	7 300	94.9	6 930	Con
Columbus	Bartholomew	4 330	97.5	4 220	
Connersville	Fayette	4 480	96.9	4 340	
Crawfordsville	Montgomery	4 110	96.8	3 980	
East Chicago	Lake	15 920	97.4	15 510	
Elkhart	Elkhart	11 860	98.3	11 660	Con
Elwood	Madison	3 870	96.9	3 750	
Evansville	Venderburgh	33 580	95.6	32 110	Con
Fort Wayne	Allen	39 920	98.6	39 370	Con - Hooper
Frankfort	Clinton	4 870	97.7	4 760	
Gary	Lake	36 340	97.0	35 250	
Goshen	Elkhart	4 170	97.8	4 080	
Hammond	Lake	22 250	98.7	21 960	
Huntington	Huntington	4 870	97.7	4 760	
Indianapolis	Marion	135 760	97.4	132 230	Con - Hooper
Kokomo	Howard	11 590	97.3	11 280	Con
La Fayette	Tippecanoe	9 840	97.4	9 580	Con
La Porte	La Porte	5 620	98.8	5 550	
Logansport	Cass	7 440	97.8	7 280	
Marion	Grant	9 720	97.4	9 470	Con
Michigan City	La Porte	7 880	98.6	7 770	Con
Mishawaka	St. Joseph	9 630	97.5	9 390	
Muncie	Delaware	17 760	97.3	17 280	Con
New Albany	Floyd	9 130	95.6	8 730	
New Castle	Henry	5 770	97.9	5 650	
Peru	Miami	4 480	97.8	4 380	
Richmond	Wayne	12 330	97.9	12 070	Con
Shelbyville	Shelby	4 070	96.1	3 910	
South Bend	St. Joseph	33 730	97.9	33 030	Con - Hooper
Terre Haute	Vigo	23 780	95.3	22 660	Con
Vincennes	Knox	6 440	95.3	6 140	Con

INDIANA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	6,290	96.7	6,080	2,977	3,265	1,537	12,643	15,373
Allen	50,950	98.3	50,100	35,456	50,289	29,403	121,923	178,860
Bartholomew	9,150	96.2	8,800	5,188	6,933	3,333	19,962	26,455
Benton	3,680	97.6	3,590	1,813	753	292	5,661	9,295
Blackford	4,810	97.1	4,670	1,332	2,815	1,288	4,077	8,938
Boone	7,940	97.2	7,720	4,912	2,515	1,091	10,195	17,160
Brown	1,560	90.4	1,410	238	64	16	564	1,430
Carroll	5,030	96.2	4,840	3,138	1,119	403	7,781	10,009
Cass	12,070	97.3	11,750	6,165	6,425	2,933	19,247	32,175
Clark	10,930	92.8	10,140	4,113	2,898	1,327	11,940	22,881
Clay	8,720	94.4	8,230	3,388	2,995	1,358	10,698	13,228
Clinton	10,190	97.1	9,890	5,778	3,932	1,666	13,257	23,952
Crawford	2,970	90.9	2,700	511	420	140	2,337	2,503
Daviess	8,170	94.0	7,680	2,805	2,967	1,015	9,351	16,446
Dearborn	7,690	95.3	7,330	2,485	6,160	3,308	10,357	14,657
Decatur	6,210	93.7	5,820	2,647	1,625	576	7,538	11,798
De Kalb	8,540	97.0	8,280	3,019	3,591	1,684	10,712	18,233
Delaware	26,150	97.6	25,530	11,096	22,967	12,860	44,307	74,718
Dubois	6,520	93.3	6,080	3,173	3,841	1,502	8,757	12,512
Elkhart	24,670	97.2	23,990	14,767	20,240	10,951	42,244	70,786
Fayette	6,740	96.6	6,510	3,100	6,578	3,810	11,304	17,160
Floyd	12,030	95.2	11,450	6,007	6,570	2,868	13,568	28,958
Fountain	6,140	96.1	5,900	2,648	2,402	999	7,478	12,154
Franklin	4,390	93.8	4,120	948	650	211	4,962	6,435
Fulton	4,890	96.9	4,740	2,930	1,427	522	7,138	11,083
Gibson	9,540	94.8	9,040	4,557	4,120	2,095	13,636	16,444
Grant	18,820	97.6	18,360	8,532	12,841	5,971	25,878	46,118
Greene	10,830	93.8	10,160	2,656	1,971	632	10,006	16,444
Hamilton	8,480	96.9	8,220	4,396	4,712	2,001	10,621	18,590
Hancock	6,200	96.5	5,980	3,176	1,622	635	8,510	12,512
Harrison	5,140	92.0	4,730	2,455	802	301	4,863	6,077
Hendricks	6,760	96.6	6,530	3,202	809	262	8,581	11,440
Henry	13,790	97.7	13,470	6,002	6,811	3,500	16,049	29,315
Howard	16,630	97.4	16,200	6,947	12,158	5,757	16,148	40,755
Huntington	10,090	97.4	9,830	5,226	5,973	2,883	11,665	25,382
Jackson	8,450	94.6	7,990	2,722	3,759	1,402	12,064	27,171
Jasper	4,580	96.5	4,420	1,577	802	298	7,600	11,083
Jay	7,670	96.7	7,420	3,109	5,976	2,862	10,294	16,446
Jefferson	5,760	93.4	5,380	1,820	2,123	748	8,007	13,585
Jennings	3,570	92.4	3,300	997	2,249	1,032	4,003	5,720
Johnson	7,530	95.6	7,200	2,855	3,746	1,448	10,860	20,020
Knox	14,140	94.9	13,420	5,124	7,499	3,570	18,289	33,248
Kosciusko	10,160	96.7	9,820	6,055	3,800	1,751	14,567	25,382
Lagrange	4,380	96.6	4,230	2,160	708	230	4,832	8,222

(Continued on page 84)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Anderson	WREA	98.7	254	--
Bloomington	WFIU	90.9	215	45
	WSUA-FM	103.7	279	12
Columbus	WCSI	93.7	229	71
Connersville	WCNB-FM	100.3	262	7.7
Corydon	WIOC	92.1	221	0.750
Crawfordsville	WFMU	102.9	275	14
Elkhart	WTRC-FM	100.7	264	21.6
Evansville	WMLL	94.5	233	20
	WIKY-FM	104.1	281	19
Ft.Wayne	WOWO-FM	96.1	241	16.5
	WFTW-FM	103.7	279	10
	WGL-FM	105.3	287	18
	WKJG-FM	106.1	291	24
Hammond	WJIZ	92.3	222	20
Goshen		95.1	236	20
Indianapolis	WXLW-FM	94.7	234	20
	WMHC	97.1	246	52
	WVNA	93.1	226	13
	WIBC-FM	95.5	238	20
	WISH-FM	96.3	242	20
	WIRE-FM	92.3	222	36
	WFBM-FM	97.9	250	35
Kokomo	WKMO-FM	99.9	260	31
Lafayette	WFAM	95.1	236	12
Marion	WMRI	106.9	295	4.2
Muncie	WMUN	104.1	281	8.6
New Castle	WCTW	103.1	276	0.34
Shelbyville	WSRK	101.3	267	5
South Bend	WSBF	101.3	267	20
Terre Haute	WTHI-FM	99.9	260	20
	WBOW-FM	101.1	266	20
Wabash	WCUA	97.5	248	31
Wash'ngt'n	WFML	106.5	293	14
Warsaw	WRSW	107.3	297	--

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Bloomington 10			
CP	Sarkes & Mary Tarzian	(WTTV)	10
Evansville 2, 11			
A	Trans-Amer. TV Corp.		11
Fort Wayne 2, 4, 7, 9			
A	Northeastern Ind. Bcstg. Co.		4
A	Farnsworth Tele. & Radio Corp.		4
Indianapolis 3, 6, 8, 12			
CP	Wm. H. Block Co.	(WUTV)	3
A-H	Crosley Bcstg. Co.		12
A-H	Indiana Bcstg. Corp		12
A-H	Indianapolis Bcstg. Inc.		8
A-H	Universal Bcstg. Co.		8
CP	WFBM Inc. (WFBM-TV)		6
South Bend 13			
A	South Bend Tribune		13

See page 3 for key to map

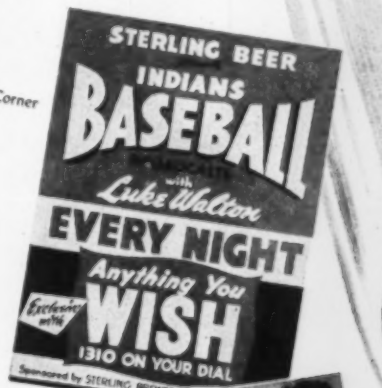
On the Ball

IN INDIANAPOLIS . . .

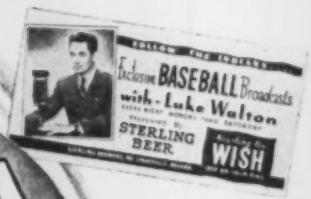
One thing makes one station STAND OUT!

Your sales story in Indianapolis soon mushrooms out into many other media . . . all part of the "regular follow-through" that goes with every WISH program. For example—see the flood of *extra* publicity given to Sterling Brewers, Evansville, Indiana, in sponsoring the Indianapolis Baseball broadcasts. It shows the WISH idea of . . .

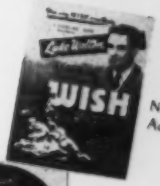
Follow-through!



Street Corner Posters



Car Cards



Newspaper Advertising

Newspaper Advertising

Newspaper Advertising

Spot Announcements

Store Displays

Personal Calls

Baseball Program Ad

WISH *Indianapolis*

GEO. HIGGINS, GENERAL MANAGER

CAPITOL BROADCASTING COMPANY

FREE & PETERS, INC.
Exclusive National Representatives

INDIANA RADIO MARKET DATA BY COUNTIES

(Continued from page 81)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Lake	91,900	97.8	89,920	37,588	112,792	61,546	107,369	331,482
La Porte	19,640	98.0	19,250	10,835	18,740	9,431	39,822	67,568
Lawrence	10,750	94.1	10,120	2,180	4,239	1,579	11,376	21,450
Madison	30,150	97.9	29,510	14,781	13,631	9,526	36,901	83,298
Marion	160,070	97.5	156,100	85,719	180,283	95,692	417,676	616,892
Marshall	8,640	96.6	8,350	4,221	3,155	1,396	15,080	20,020
Martin	2,390	92.5	2,210	492	1,019	377	2,095	5,720
Miami	9,310	97.2	9,050	4,913	4,289	1,818	14,433	24,310
Monroe	12,160	94.2	11,460	4,805	6,495	2,529	15,634	31,460
Montgomery	9,700	96.6	9,370	4,905	4,091	1,934	14,949	23,952
Morgan	6,770	94.2	6,380	2,338	1,815	726	5,756	14,657
Newton	3,480	96.6	3,360	1,850	938	332	4,860	8,222
Noble	7,660	96.9	7,420	2,752	2,899	1,236	8,178	17,160
Ohio	1,290	93.8	1,210	624	211	58	1,671	2,145
Orange	5,200	93.7	4,870	549	1,520	427	4,899	9,653
Owen	3,800	92.1	3,500	1,170	752	234	2,288	5,720
Parke	5,680	94.4	5,360	2,541	907	279	4,612	8,222
Perry	4,980	91.6	4,560	985	3,469	1,585	6,858	7,150
Pike	5,630	92.4	5,200	1,315	687	232	5,012	6,793
Porter	9,100	97.7	8,890	4,458	3,818	1,766	10,227	25,382
Posey	6,680	92.8	6,200	2,689	1,710	694	8,603	10,367
Pulaski	3,680	94.8	3,490	1,556	707	250	6,224	7,508
Putnam	6,780	95.9	6,500	2,793	1,375	460	8,903	10,011
Randolph	9,350	96.7	9,040	5,227	4,602	2,116	12,355	21,450
Ripley	5,550	93.5	5,190	3,145	1,932	833	9,776	10,010
Rush	6,370	96.4	6,140	3,316	1,878	828	10,032	12,870
St. Joseph	53,500	97.7	52,290	25,812	58,729	36,928	94,598	200,937
Scott	2,890	94.1	2,720	515	1,292	457	2,692	6,077
Shelby	9,460	95.8	9,060	3,649	3,909	1,610	11,209	20,020
Spencer	4,680	92.3	4,320	1,889	740	244	3,502	5,720
Starke	4,070	94.3	3,840	1,334	820	276	5,174	11,083
Steuben	4,910	96.3	4,730	2,019	1,074	395	5,879	10,367
Sullivan	8,900	94.2	8,380	3,449	1,375	488	6,062	11,440
Switzerland	2,330	93.6	2,180	1,110	167	41	2,551	2,503
Tippecanoe	17,270	97.5	16,840	10,194	14,679	7,392	34,641	60,775
Tipton	5,360	97.2	5,210	2,505	1,971	803	7,766	10,010
Union	2,010	96.5	1,940	556	416	134	3,412	3,218
Vanderburgh	43,550	95.8	41,720	21,533	41,472	21,817	120,414	161,902
Vermillion	7,750	95.5	7,400	1,904	1,109	380	4,072	15,015
Vigo	36,700	95.3	34,990	14,854	26,582	13,004	57,648	99,028
Wabash	9,060	97.1	8,800	4,669	6,105	2,526	9,085	18,590
Warren	2,680	95.9	2,570	676	269	79	2,397	2,860
Warrick	5,970	93.3	5,570	2,183	1,521	783	7,325	8,938
Washington	4,930	92.5	4,560	1,259	1,259	439	6,124	6,793
Wayne	19,630	97.8	19,190	10,249	18,017	8,910	35,370	54,698
Wells	6,590	97.0	6,390	2,642	1,620	707	8,094	20,378
White	6,020	96.3	5,800	2,693	1,933	733	6,373	12,154
Whitley	5,780	96.9	5,600	3,493	2,073	865	8,191	12,512

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

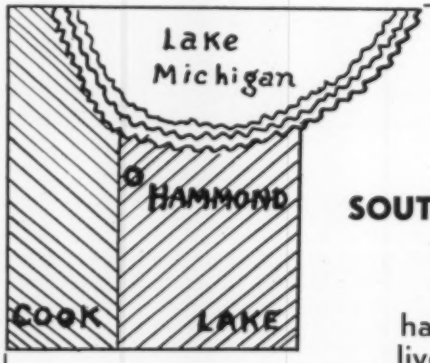
A MUST
in Terre Haute, Indiana

WTHI
and
WTHI-FM
(Duplicate Programming)

1000 watts AM
6 kc (E.R.P.) FM

A B C
Affiliate

Free & Peters, National Representatives



LAKE
COUNTY
and
SOUTHERN COOK
COUNTY
Where
half-a-million
live and work

in THE WORLD'S GREATEST
INDUSTRIAL REGION

HAMMOND
GARY
CHICAGO HEIGHTS
EAST CHICAGO
WHITING
SOUTH CHICAGO

Covered by the only Station
that can give local service!

WJOB
HAMMOND
INDIANA

Rep. Jos. Hershey McGillvra, Inc.

to . . . INDIANAPOLIS!

● This chapter of Broadcasting's "best seller" should make interesting reading to accounts and agencies with consumer items to radio-advertise.

Indianapolis is the center for retail and wholesale buying for all of central Indiana. Retail consumers in the "Indianapolis market" are about twice the urban population. *Almost half the population of Indiana* lives within the primary (and BMB) area consistently covered by WFBM.

In choosing a radio station to reach this market you'll want to double check these points: Popularity, coverage, acceptance, performance, promotion and merchandising.

On all these points, conclusive evidence is on file to prove to you that *"WFBM is first in Indiana*—any way you look at it!"

Alphabetically yours,

WFBM (CBS) AM, FM and TV

Represented Nationally by The Katz Agency

Associated with: WFDF Flint—WOOD Grand Rapids—WEOA Evansville

See page 3 for key to map.

IOWA

AM STATIONS

City	Call Letters	Frequency	Power	Network
Ames	*KASI	1430	1,000-D	
	**WOI	640	5,000-D	
Boone	*KFGQ	1260	250-D	
Burlington	KBUR	1490	250	ABC
Cedar Rapids	KCRG	1600	5,000	MBS
	*KCRI	1450	250	
	WMT	600	5,000	CBS
Charles City	*KCHA	1580	250-D	
Clinton	KROS	1340	250	MBS
Council Bluffs	KSWI	1560	500-D	
Creston	KSIB	1520	1,000-D	KBS
Davenport	KSTT	750	250-D	MBS
	WOC	1420	5,000	NBC
Decorah	KDEC	1240	250 SH	MBS
	**KWLC	1240	250-D SH	
Des Moines	KCBC	1390	1,000	MBS
	KIOA	940	10,000-LS	
			5,000-N	
	KRNT	1350	5,000	ABC
	KSO	1460	5,000	CBS
	*KWIM	740	250-D	
	KWDM	1150	1,000	
	WHO	1040	50,000	NBC
Dubuque	KDTH	1370	1,000	MBS
	WKBB	1490	250	ABC
Fort Dodge	KVFD	1400	250	MBS
Fort Madison	*KXGI	1360	500-D	
Iowa City	**WSUI	910	5,000	
	*KXIC	800	1,000-D	
Keokuk	KOKX	1310	250-D	
Marshalltown	KFJB	1230	250	MBS
Mason City	KGLO	1300	5,000	CBS
	*KSMN	1010	1,000-D	
	KICM	1490	250	MBS
Muscatine	KWPC	860	250-D	
Ottumwa	KBIZ	1240	250	MBS
Shenandoah	KFNF	920	1,000-LS	
			500-N	
			ST-KUSD	
	KMA	960	5,000	ABC-MBS
Sioux City	*KCOM	620	1,000	
	KSCJ	1360	5,000	CBS
	KTRI	1470	5,000	MBS
Spencer	KICD	1240	250	MBS
Storm Lake	KCOB	990	250-D	
Waterloo	KAYX	1090	1,000-D	
	KWWL	1320	1,000-D	
	KXEL	1540	50,000	ABC

* Construction Permit.
** Non-Commercial Station.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Ames	WOI-FM	91.3	217	8.3
Atlantic	KCON	106.5	293	--
Burlington	KBUR-FM	92.9	225	20
Cedar Rapids	KCRK	96.9	245	276
Clinton	KROS-FM	96.1	241	14
Council Bluffs	KFMX	96.1	241	370
Creston	KSIB-FM	107.3	297	9.4
Davenport	WOC-FM	103.7	279	47
Des Moines	KUMB	92.3	222	--
	KCBC-FM	94.1	231	260
	KSO-FM	97.3	247	240
	KIOA-FM	98.5	253	40
	WHO-FM	100.3	262	510
	KRNT-FM	104.5	283	160
Dubuque	WDBQ	103.3	277	15
	KDTH-FM	100.5	263	180
Fort Dodge	KFMY	102.7	274	7
Iowa City	KSUI	91.7	219	16.5
Keokuk	KOKX-FM	102.7	274	3
MasonCity	KGLO-FM	101.1	266	260
Muscatine	KWPC-FM	99.7	259	9.1
Shenandoah	KFNF-FM	103.3	277	62
Sioux City	KSCJ-FM	94.9	235	280
Waterloo	KXEL-FM	105.7	289	540

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Ames 4			
CP	Iowa State	(WOI-TV)	4
Cedar Rapids 7			
A	Gazette Co.		7
Davenport 2, 4, 5, 9 (see also Moline-Rock Island, Ill.)			
CP	Central Bcstg. Co.	(WOC-TV)	5
A	Davenport Bcstg. Co.		2
Des Moines 2, 5, 9, 12			
A-H	Central Bcstg. Co.		12
A-H	Cowles Bcstg. Co.		9
A-H	Independent Bcstg. Co.		5
A-H	Murphy Bcstg. Co.		2
A-H	Tri-State Meredith Bcstg. Co.		2
Iowa City 11c			
A	State U. of Iowa		11

Available channels follow name of city; CP indicates construction permit. O special temporary authority; A means applicant; H indicates hearing.

WMT Gives You *Balanced Coverage* in Eastern Iowa—

land of the tall corn and the smokestacks

IOWA'S tremendous agricultural income (over 2 billion dollars last year) is widely known. What isn't so widely known is this: *Iowa's industrial income nearly equals her farm income.* From fountain pen manufacturing to honey processing, from buttons to black powder, Iowa's factories run up production records to add another two billion dollars to annual income.

When you want to tap a truly prosperous, well-balanced market, remember WMTland, where loyal listeners in town and country tune regularly to 600 kilocycles. Ask the Katz man for full details about WMT, Eastern Iowa's exclusive CBS outlet.

It's not bragging— it's statistics:

- **Iowa's soil produces more wealth each year than all the gold mines in the world**
- **Iowa's literacy rating of 99.2% ranks first in the nation**
- **Iowa's per Capita wealth is the highest in the U. S. A.**
- **Iowa has 25% of the Grade A land in the U. S. A.**
- **WMT has greater population coverage within its 2.5 MV line than any other station in Iowa**
- **WMT's News Center serves WMTland with more than 40 correspondents throughout the state—plus UP, AP and INS news services**
- **WMT's Farm Department serves listeners with farm programs and special events that attract more than 40,000 visitors annually**

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

IOWA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Ames	Story	3 780	99.2	3 750	
Boone	Boone	3 710	97.6	3 620	
Burlington	Des Moines	8 200	96.5	7 910	Con
Cedar Rapids	Linn	19 300	97.9	18 890	Con
Clinton	Clinton	7 790	97.9	7 630	Con
Council Bluffs	Pottawattamie	12 200	96.6	11 780	
Creston	Union	2 590	96.1	2 490	Con
Davenport	Scott	19 970	97.9	19 550	Con - Hooper
Decorah	Winneshiek	1 650	97.0	1 600	Con
Des Moines	Polk	48 640	97.9	47 620	Con - Hooper
Dubuque	Dubuque	12 010	97.4	11 700	Con
Fort Dodge	Webster	6 760	97.3	6 580	Con
Fort Madison	Lee	3 830	97.1	3 720	
Iowa City	Johnson	5 400	98.0	5 290	
Keokuk	Lee	4 730	95.3	4 510	Con
Marshalltown	Marshall	5 810	97.6	5 670	Con
Mason City	Cerro Gordo	7 560	97.4	7 360	Con
Muscatine	Muscatine	5 910	96.4	5 700	Con
Newton	Jasper	3 140	97.5	3 060	
Oskaloosa	Mahaska	3 560	96.6	3 440	
Ottumwa	Wapello	9 670	97.0	9 380	Con
Shenandoah	Page	3 650	96.2	3 510	Con
Sioux City	Woodbury	23 850	97.0	23 130	Con
Spencer	Clay	2 050	99.0	2 030	Con
Waterloo	Black Hawk	15 280	98.3	15 020	Con

MARKET INDICATORS FOR IOWA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,591,000	'47	2,538,268	'40
BMB Families	765,000	'48	682,200	'46
Per Cent Radio	97.1	'48	94.5	'46
Radio Families	742,500	'48	644,700	'46
Number of Business Concerns (1)	46,330	'46	47,833	'39
Domestic Urban Electric Consumers	543,000	'46	436,000	'39
Private & Commercial Passenger Auto Registrations	623,405	'46	671,858	'39
Business Telephones	135,000	'46	82,100	'39
Residential Telephones	545,400	'46	196,800	'39
Nonagricultural Employment (2)	449,000	'46	406,000	'39
Total Income Payments to Individuals	$2,963,000,000	'47	1,185,000,000	'39
Per Capita Income Payments	$ 1,144	'47	468	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 123,553,000	'46	17,133,000	'41
Bank Deposits	$2,216,000,000	'46	673,000,000	'39
Drug Store Sales	$ 72,445,000	'46	28,873,000	'39
Gross Postal Receipts (4)	$ 18,020,000	'46	12,650,000	'39
Total Private Construction	$ 120,000,000	'46	64,200,000	'39
Private Residential Building	$ 37,700,000	'46	23,700,000	'39
Private Nonresidential Building	$ 38,500,000	'46	12,700,000	'39
Farm Construction	$ 25,300,000	'46	16,500,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

IOWA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adair	4,240	96.7	4,100	2,397	704	223	1,842	8,523
Adams	3,120	97.1	3,030	1,837	428	122	4,324	5,687
Allamakee	4,740	95.6	4,530	2,657	912	292	8,134	12,488
Appanoose	7,540	94.6	7,130	3,184	2,014	746	8,134	15,132
Audubon	3,750	97.1	3,640	2,171	732	246	5,120	8,575
Benton	7,100	97.3	6,910	4,772	1,486	464	11,968	18,054
Black Hawk	24,000	98.1	23,550	16,166	25,938	12,382	33,046	107,622
Boone	8,610	97.6	8,400	5,173	2,399	919	12,094	24,159
Bremer	5,420	96.9	5,250	3,442	1,974	733	12,636	16,923
Buchanan	5,930	96.6	5,730	3,506	1,357	447	7,939	13,740
Buena Vista	6,200	98.4	6,100	3,840	2,009	694	14,109	20,471
Butler	5,540	96.9	5,370	3,129	945	294	8,631	12,245
Calhoun	5,690	97.9	5,570	2,733	1,467	707	9,406	14,697
Carroll	6,450	98.1	6,330	4,729	1,998	745	15,919	21,463
Cass	6,010	97.0	5,830	4,097	1,718	592	10,854	19,446
Cedar	5,430	96.9	5,260	3,519	907	289	9,639	14,122
Cerro Gords	12,630	97.5	12,310	7,086	8,796	3,954	21,355	53,811
Cherokee	5,270	97.9	5,160	2,972	1,439	521	12,085	15,967
Chickasaw	4,510	96.5	4,350	2,051	883	241	6,559	10,887
Clarke	3,220	95.3	3,070	1,805	528	139	2,579	6,140
Clay	5,470	98.4	5,380	3,279	1,973	798	10,875	21,584
Clayton	7,500	96.1	7,210	3,737	1,523	401	10,645	14,749
Clinton	13,600	97.6	13,280	8,763	9,790	4,507	24,663	43,709
Crawford	6,090	97.0	5,910	3,215	1,145	323	9,687	14,611
Dallas	8,080	97.4	7,870	5,140	2,404	970	11,977	20,419
Davis	3,470	93.9	3,260	2,269	553	152	2,036	5,426

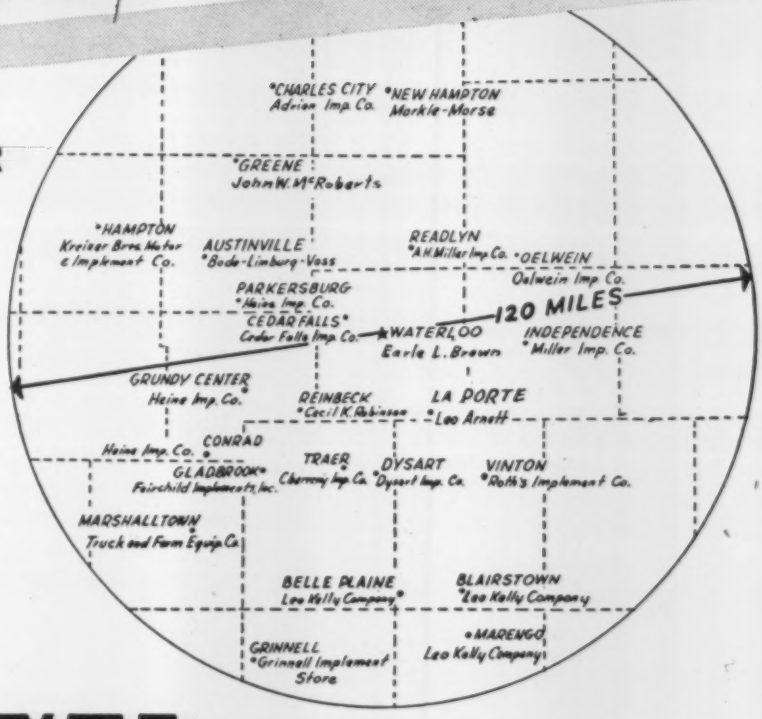
(Continued on page 90)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

KXEL

RENEWS ANOTHER **312** NEWSCASTS★ WITH

20 IH DEALERS



These Smart INTERNATIONAL HARVESTER DEALERS Know That KXEL BLANKETS RICH NORTHEASTERN IOWA

International Harvester dealers *know their communities . . . know their customers . . . know how to reach them* with a selling message from Iowa's most powerful A B C outlet.

These 20 International Harvester dealers have found that **KXEL** advertising gives them a sales impact which cannot be achieved by any other medium. Nearly 600 Iowa Institutions using facilities of **KXEL** throughout the year have found that **KXEL** has the "*know-how*" to sell their merchandise.

★ **Featuring GRANT PRICE**
12:15 p. m. to 12:30 p. m.
Monday thru Saturday

50,000 WATTS **KXEL** **50,000 WATTS**

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by
AVERY-KNODEL, Inc.

COVERING THE GREAT

"KXEL RURAL CITY"

IOWA RADIO MARKET DATA BY COUNTIES

(Continued from page 88)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Decatur	4,270	94.8	4,050	1,788	823	264	3,040	8,01
Delaware	5,440	96.9	5,270	2,487	889	259	6,359	12,10
Des Moines	11,400	96.4	10,990	8,797	8,577	3,856	22,729	39,63
Dickinson	3,770	97.9	3,690	1,945	1,001	294	4,183	11,18
Dubuque	16,970	97.2	16,490	10,914	15,418	7,361	36,804	66,91
Emmet	3,950	96.7	3,820	2,396	1,487	570	7,179	13,84
Fayette	8,520	96.9	8,260	4,837	2,234	813	10,729	23,30
Floyd	6,110	97.5	5,960	3,531	3,353	1,232	10,173	16,78
Franklin	5,020	97.4	4,890	2,344	1,115	375	6,345	13,20
Fremont	4,410	96.6	4,260	2,197	599	187	5,391	7,00
Greene	5,140	97.7	5,020	3,241	1,138	362	9,212	12,43
Grundy	4,430	98.6	4,370	2,498	725	252	7,342	10,69
Guthrie	5,320	96.6	5,140	3,836	883	252	7,443	10,14
Hamilton	6,080	98.0	5,960	3,797	2,175	835	11,046	16,80
Hancock	4,470	98.0	4,380	2,472	784	248	7,146	11,51
Hardin	7,000	97.7	6,840	5,403	2,019	733	12,821	23,06
Harrison	6,620	95.0	6,290	3,489	1,192	372	8,408	13,96
Henry	5,360	96.1	5,150	3,816	1,227	392	8,672	10,81
Howard	4,040	95.8	3,870	2,373	693	196	6,229	9,23
Humboldt	4,180	97.8	4,090	2,233	861	301	6,467	10,27
Ida	3,470	98.0	3,400	1,994	712	241	5,865	8,78
Iowa	5,230	97.1	5,080	3,287	1,624	508	7,327	14,03
Jackson	5,630	96.1	5,410	3,491	1,165	351	8,758	15,46
Jasper	9,620	97.3	9,360	5,994	5,573	2,504	17,056	22,31
Jefferson	5,050	96.0	4,850	3,313	2,023	821	7,150	11,98
Johnson	10,070	96.8	9,750	6,985	4,046	1,429	16,966	36,26
Jones	5,630	96.6	5,440	3,045	1,427	463	12,657	14,17
Keokuk	6,220	96.6	6,010	4,101	898	280	10,671	13,25
Kossuth	7,310	97.4	7,120	4,111	1,680	578	11,841	21,30
Lee	12,150	95.7	11,630	7,780	9,993	4,852	26,448	33,16
Linn	28,320	97.5	27,610	20,423	28,328	14,040	65,678	113,47
Louisa	3,670	96.2	3,530	2,117	586	201	5,106	8,38
Lucas	4,440	96.2	4,270	2,476	845	263	4,277	9,93
Lyon	4,410	97.1	4,280	2,338	738	226	5,134	9,11
Madison	4,480	95.5	4,280	2,419	680	214	5,162	9,75
Mahaska	8,170	96.2	7,860	4,410	2,907	1,065	9,062	21,39
Marion	8,010	96.9	7,760	4,253	2,073	706	10,697	19,48
Marshall	10,560	97.8	10,330	7,562	6,450	2,994	18,206	35,74
Mills	3,750	96.0	3,600	2,042	927	354	5,633	8,87
Mitchell	4,220	96.4	4,070	2,484	993	312	7,280	10,69
Monona	5,190	95.2	4,940	2,173	1,098	333	7,324	11,86
Monroe	4,020	95.5	3,840	1,439	834	254	3,324	7,73
Montgomery	5,150	97.5	5,020	3,879	1,588	594	9,635	14,24
Muscatine	10,110	96.7	9,780	5,767	6,180	2,436	18,659	29,53
O'Brien	5,860	98.1	5,750	3,633	1,577	487	11,339	18,43
Osceola	3,130	97.4	3,050	1,614	692	236	4,957	8,43
Page	7,350	96.6	7,100	5,483	3,048	1,190	12,540	29,81
Palo Alto	4,540	97.4	4,420	2,576	966	298	8,253	12,87
Plymouth	6,780	97.1	6,580	3,730	1,524	519	11,595	16,73
Pocahontas	4,690	98.3	4,610	2,549	1,042	362	7,512	11,86
Polk	59,340	97.8	58,010	39,049	57,626	28,670	108,487	258,01
Pottawattamie	19,890	96.6	19,220	11,211	6,657	2,699	31,436	53,10
Poweshiek	5,890	97.6	5,750	4,123	1,552	557	8,993	15,49
Ringgold	3,670	95.6	3,510	2,007	385	104	2,869	5,13
Sac	5,420	97.8	5,300	3,524	1,253	391	11,609	14,29
Scott	25,930	97.8	25,350	17,663	22,083	10,809	63,711	108,13
Shelby	4,890	97.1	4,750	3,214	1,004	327	8,111	12,38
Sioux	7,570	96.7	7,320	4,725	1,683	582	11,998	17,28
Story	10,080	98.4	9,920	7,395	3,247	1,175	17,308	37,37
Tama	7,010	97.4	6,830	4,719	1,421	477	12,392	16,10
Taylor	4,630	95.9	4,440	3,534	564	156	3,246	6,93
Union	5,310	96.4	5,120	3,213	1,307	411	6,425	13,79
Van Buren	4,060	95.8	3,890	2,826	449	119	3,897	5,68
Wapello	13,450	96.6	12,990	9,115	10,674	4,893	18,758	39,79
Warren	5,480	95.8	5,250	3,226	605	207	8,186	10,27
Washington	6,110	96.4	5,890	4,810	1,738	604	12,257	17,98
Wayne	4,640	96.1	4,460	2,543	534	137	3,882	6,83
Webster	12,230	97.5	11,920	7,737	8,266	3,574	19,221	49,13
Winnebago	3,980	96.7	3,850	2,637	835	279	5,210	12,95
Winneshiek	6,350	96.5	6,130	3,504	1,509	482	8,944	15,54
Woodbury	30,200	96.8	29,230	16,926	26,768	12,436	54,089	119,55
Worth	3,320	97.3	3,230	1,919	408	122	3,596	7,04
Wright	6,210	98.1	6,090	3,704	1,459	504	8,955	16,01

Sources: Families—BMB· Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce: Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

MORNING!...

KRNT	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E
★46.9	6.6	1.6	19.7	4.1	20.0

HOOPER SHARE-OF-AUDIENCE

AFTERNOON!...

KRNT	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E
★38.7	8.9	5.3	12.5	3.6	28.3

HOOPER SHARE-OF-AUDIENCE

NIGHT-TIME, TOO!...

KRNT	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E
★27.9	5.7	19.4	14.9	5.4	25.8

HOOPER SHARE-OF-AUDIENCE

Saturday Daytime and Sunday Afternoon Domination Put KRNT Out Front 7 Days a Week!

Use KRNT to Merchandise Your Product in a Territory That Has the Money to Buy it — Central Iowa. Polk County (Des Moines) Boasts the **SECOND HIGHEST EFFECTIVE BUYING INCOME PER FAMILY** in the entire United States!★★

KRNT ranks second to none in **EFFECTIVE SELLING POWER!** Our many accounts agree that resultful advertising is the cheapest! You will, too!

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

★ C. E. Hooper Share-of-Audience Report, June-July 1948, Des Moines—City, also shows KRNT leading the next highest-rated station by 10.2 points in total rated time periods

★★ The figure is $6,402, according to 1948 Sales Management Survey of Buying Power (copyrighted).

ASK A KATZ MAN

That Very Highly Hooperated, Sales Results Premeditated, ABC Affiliated Station in Des Moines!

See page 3 for key to map.

KWBW

KWBW-FM

★

- - The stations that reach the prosperous people in the Heart of the Bread Basket of America

- - Serving Central Kansas 13 years

★

NBC Affiliates

HUTCHINSON, KANSAS

101 East "A" • William Wyse, Owner

KANSAS

AM STATIONS

City		Frequency	Power	Network
Arkansas City	KSOK	1280	1,000-D	
Atchison	KVAK	1450	250	MBS-KBS
	CP-	1470	CP-1,000	
Coffeyville	KGGF	690	1,000-LS	
			500-N	ABC
			CP-1,000	
Colby	KXXX	790	5,000-D	
Dodge City	KGNO	1370	1,000-LS	KBS
			250-N	
El Dorado	*KTMP	1360	1,000-D	
Emporia	KTSW	1400	250	MBS-KBS
Garden City	*KGAR	1050	1,000-D	
	KIUL	1240	250	MBS-KBS
Goodland	KWGB	730	1,000-D	
Great Bend	KVGB	1590	5,000	MBS
Hays	*KAYS	1400	250	
Hutchinson	KWBW	1450	250	NBC
	KWHK	1190	1,000-D	KBS
Independence	KIND	1010	250-D	KBS
Kansas City	KCKN	1340	250	
Lawrence	**KFKU	1250	5,000	
			ST-WREN	
Leavenworth	*KCLO	1410	500-D	
Liberal	*KSCB	1270	1,000-D	
Manhattan	**KSAC	580	5,000-LS	
			500-N	
			ST-WIBW	
Pittsburg	KOAM	860	10,000-LS	
			5,000-N	
	KSEK	1340	250	
Salina	KSAL	1150	1,000	MBS
			CP-5,000	
Topeka	*KJAY	1440	5,000-LS	
			1,000-N	
	KTOP	1490	250	MBS
	WIBW	580	5,000	CBS
			ST-KSAC	
	WREN	1250	5,000	ABC
			ST-KFKU	
Wichita	KAKE	1240	250	MBS
	KANS	1480	5,000-LS	NBC
			1,000-N	
	KFBI	1070	10,000-LS	ABC
			1,000-N	
	KFH	1330	5,000	CBS
	*KWBB	1420	500-D	

* Construction Permit.
** Non-Commercial Station.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Garden City	KGAR-FM	99.3	257	--
Hutchinson	KIMV	105.7	289	40
Hutchinson	KWBW-FM	93.1	226	--
KansasCity	KSBS	105.9	290	43
	KCKN-FM	106.7	294	20
McPherson	KNEX	103.3	277	4.8
Topeka	KTOP-FM	99.5	258	--
	WREN-FM	94.1	231	20
	WIBW-FM	102.5	273	2.9
Wichita	KWBB-FM	97.9	250	48
	KFH-FM	100.3	262	180

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Topeka 7, 11 (11, 13 prop.)			
A	Midland Bcstg. Co.		7
A	Topeka Bcstg. Assn.		11
Wichita 2, 4, 5, 9			
A	Okkan Tele. Chain		4

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing; L indicates license granted.

KANSAS RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Arkansas City	Cowley	4 380	96.1	4 210	Con
Atchison	Atchison	4 170	96.2	4 010	Con
Brown	Bourbon	5 540	95.3	5 280	
Chanute	Neosho	3 520	95.2	3 350	
Coffeyville	Montgomery	5 770	95.0	5 480	Con
Colby	Thomas	860	96.5	830	Con
Concordia	Cloud	2 080	95.7	1 990	Con
Dodge City	Ford	2 740	95.6	2 620	Con
El Dorado	Butler	3 290	96.0	3 160	
Emporia	Lyon	4 480	96.6	4 330	Con
Fort Scott	Bourbon	3 730	92.5	3 450	
Garden City	Finney	2 030	93.6	1 900	
Great Bend	Barton	2 880	96.2	2 770	Con
Hutchinson	Reno	9 840	96.0	9 450	Con
Independence	Montgomery	3 950	93.9	3 710	
Kansas City	Wyandotte	38 390	96.5	37 050	Hooper
Lawrence	Douglas	5 280	95.1	5 020	
Leavenworth	Leavenworth	6 470	95.5	6 180	
Manhattan	Riley	3 990	97.0	3 870	
Newton	Harvey	3 520	96.9	3 410	
Ottawa	Franklin	3 330	96.1	3 200	
Parsons	Labette	4 660	95.3	4 440	
Pittsburg	Crawford	6 350	96.2	6 110	Con
Salina	Saline	6 820	97.4	6 640	Con
Topeka	Shawnee	23 060	96.9	22 350	Con
Wichita	Sedgwick	39 190	96.5	37 810	Con - Hooper

MARKET INDICATORS FOR KANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	1,925,000	'47	1,801,028	'40
BMB Families	571,800	'48	523,000	'46
Per Cent Radio	95.1	'48	90.6	'46
Radio Families	543,800	'48	474,500	'46
Number of Business Concerns (1)	34,230	'46	37,500	'39
Domestic Urban Electric Consumers	371,000	'46	309,000	'39
Private & Commercial Passenger Auto Registrations	502,228	'46	475,464†	'39
Business Telephones	110,100	'46	74,100	'39
Residential Telephones	362,200	'46	168,100	'39
Nonagricultural Employment (2)	338,000	'46	287,000	'39
Total Income Payments to Individuals	$2,531,000,000	'47	692,000,000	'39
Per Capita Income Payments	$ 1,315	'47	383	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 75,793,000	'46	11,777,000	'41
Bank Deposits	$1,530,000,000	'46	412,000,000	'39
Drug Store Sales	$ 49,928,000	'46	20,998,000	'39
Gross Postal Receipts (4)	$ 11,386,000	'46	7,545,000	'39
Total Private Construction	$ 87,900,000	'46	36,700,000	'39
Private Residential Building	$ 25,600,000	'46	11,000,000	'39
Private Nonresidential Building	$ 29,900,000	'46	6,100,000	'39
Farm Construction	$ 13,000,000	'46	6,800,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. †State, county and municipal vehicles included.

25TH ANNIVERSARY **KFH** WICHITA, KANSAS

• 5000 WATTS DAY AND NIGHT

SPECIAL OFFERS It is not happenstance that special-offer advertisers get outstanding results over KFH. All commercial messages on KFH receive full listener attention but it is the special-offers, capable of being checked against results, that give conclusive proof of KFH effectiveness. The reason? It is simply because the audience stays put at 1330 on the dial. KFH production policy does not drive them away with poor announcing or long, tiresome, local commercials on station breaks. Station produced programs are carefully screened to be sure they have entertainment value equal to CBS standards.

Time buyers are urged to ask for evidence — any Petry man can supply it.

TOP HOOPERATED OUTLET FOR YOUR ADVERTISING MESSAGE
CBS IN WICHITA, KANSAS, 1330 Kc.

KFH IS THE RADIO VOICE OF THE WICHITA EAGLE

REPRESENTED NATIONALLY BY PETRY

KFH

ACROSS THESE PAGES

MARCH THE MOST BEAUTIFUL FIGURES IN THE WORLD

IN THE HIGH PLAINS AREA

Farm Income is Still Rising
Are Your Sales Keeping Pace?

PERHAPS . . . . . .

You Need a K Triple X Shot
In Your High Plains Sale Arm.

THE ONLY . . . . . .

One Purchase Medium for the
Rich Wheat Producing Plains
of Kansas, Nebraska, Colorado.

(plus portions of Oklahoma, Texas, New Mexico and Wyoming)

5000 WATTS **KXXX** 790 COLBY, KANSAS

Your High Plains Station

Represented by RURAL RADIO CO.

NEW YORK 23 W. 45th St. | CHICAGO 58 E. Washington Blvd. | HOLLYWOOD 6912 Hollywood Blvd.

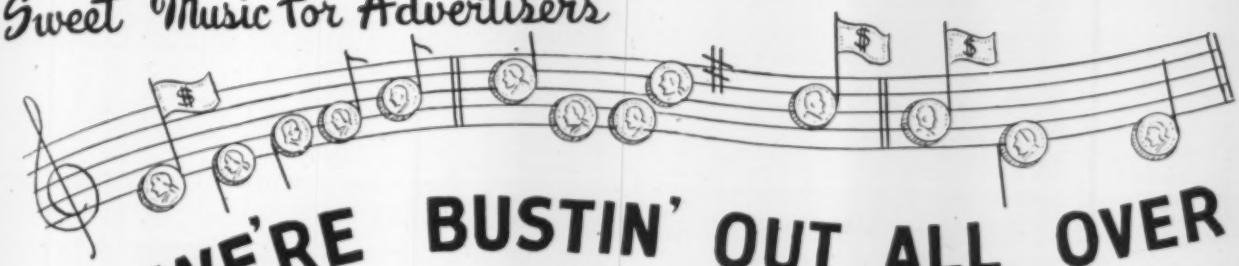
KANSAS RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Allen	6,580	93.0	6,120	2,516	2,326	820	5,273	14,463
Anderson	3,680	91.8	3,380	1,421	878	269	3,423	7,314
Atchison	7,220	95.3	6,880	2,970	3,474	1,498	8,549	17,623
Barber	2,830	95.4	2,700	1,431	751	266	6,113	8,796
Barton	7,600	96.2	7,310	4,131	4,369	1,967	18,465	28,854
Bourbon	7,040	92.6	6,520	3,399	2,199	694	5,976	16,954
Brown	5,540	95.3	5,280	3,114	1,768	330	6,646	13,078
Butler	10,160	95.0	9,650	4,618	3,730	1,578	14,542	31,570
Chase	1,920	93.7	1,800	901	374	134	2,283	3,583
Chautauqua	2,770	92.4	2,560	1,011	540	158	2,870	6,286
Cherokee	10,040	92.1	9,250	2,747	4,195	2,010	10,693	15,978
Cheyenne	1,740	94.3	1,640	875	313	94	3,549	4,674
Clark	1,260	94.4	1,190	671	431	182	3,211	3,892
Clay	4,210	96.2	4,050	2,392	1,023	286	6,019	12,280
Cloud	5,350	95.1	5,090	3,113	1,997	644	8,199	15,343
Coffey	4,140	93.2	3,860	1,898	594	157	4,392	8,599
Comanche	1,360	95.6	1,300	677	247	77	2,657	3,621
Cowley	12,520	95.3	11,930	5,721	4,835	1,953	16,250	37,341
Crawford	15,750	94.4	14,870	6,498	6,364	2,862	14,839	41,923
Decatur	2,270	94.3	2,140	1,171	1,363	664	3,679	4,121
Dickinson	7,330	96.4	7,070	4,888	2,496	785	13,019	19,300
Doniphan	3,930	93.6	3,680	1,902	304	80	4,229	5,276
Douglas	8,740	95.2	8,320	5,459	5,650	2,674	12,971	35,777
Edwards	2,180	94.9	2,070	981	484	162	3,460	4,577
Elk	2,700	93.3	2,520	1,124	337	93	2,315	4,415
Ellis	4,350	94.7	4,120	1,714	1,520	565	7,420	14,659
Ellsworth	3,010	96.0	2,890	1,533	771	274	5,649	6,613
Finney	3,230	93.5	3,020	1,254	1,701	692	6,874	14,121
Ford	5,320	95.9	5,100	2,946	2,961	1,226	12,513	21,141
Franklin	6,890	94.5	6,510	3,690	2,374	814	10,013	17,493
Geary	3,920	96.7	3,790	3,409	1,698	618	7,223	12,314
Gove	1,160	92.2	1,070	486	173	46	2,077	2,411
Graham	1,810	91.7	1,660	457	229	56	2,340	2,508
Grant	520	92.3	480	200	634(1)	316(1)	1,171	1,352
Gray	1,340	94.8	1,270	643	215	76	3,063	2,607
Greeley	360	94.4	340	106	250(2)	88(2)	646	766
Greenwood	5,260	93.3	4,910	2,025	998	308	5,072	12,785
Hamilton	890	93.2	830	269	381(3)	131(3)	2,450	1,976
Harper	3,850	95.6	3,680	2,204	874	276	6,415	10,408
Harvey	6,840	96.2	6,580	4,141	2,340	903	8,795	20,718
Haskell	590	94.9	560	185	----(1)	----(1)	1,549	1,222
Hodgeman	1,090	94.5	1,030	446	102	27	1,561	1,320
Jackson	4,310	93.0	4,010	2,065	541	150	3,266	7,084
Jefferson	3,990	92.7	3,700	1,578	410	116	4,101	4,968
Jewell	4,010	93.5	3,750	2,131	528	126	4,044	5,538
Johnson	11,520	96.8	11,150	10,335	2,083	939	11,554	19,561
Kearney	760	96.0	730	251	----(3)	----(3)	1,328	1,287
Kingman	3,600	95.3	3,430	1,971	580	185	5,407	8,534
Kiowa	1,550	96.1	1,490	820	311	121	2,547	3,192
Labette	9,930	94.1	9,350	5,325	2,964	990	11,000	24,496
Lane	830	96.4	800	486	480(4)	180(4)	2,242	2,069
Leavenworth	10,390	95.2	9,890	4,777	3,507	1,363	16,823	24,271
Lincoln	2,540	95.3	2,420	1,551	377	101	4,488	4,121
Linn	3,990	91.0	3,630	2,263	485	146	3,507	6,385
Logan	1,130	93.8	1,060	426	357(5)	106(5)	1,975	2,573
Lyon	8,490	95.2	8,080	4,897	3,063	1,069	9,808	25,731
McPherson	7,270	95.9	6,970	4,886	3,216	1,303	13,786	21,206
Marion	5,840	95.2	5,560	4,081	1,109	331	6,781	13,112
Marshall	6,700	95.4	6,390	3,765	1,467	460	9,457	14,561
Meade	1,550	94.2	1,460	816	381	123	4,419	4,707
Miami	5,910	93.6	5,530	3,205	1,167	322	6,518	12,249
Mitchell	3,640	95.0	3,480	2,446	856	250	7,259	10,147
Montgomery	16,820	93.5	15,720	8,343	8,159	3,137	20,385	47,864
Morris	3,100	94.8	2,940	2,140	549	157	3,892	6,483
Morton	750	92.0	690	180	292(6)	94(6)	1,344	1,709
Namaha	4,980	95.0	4,730	2,580	876	263	6,836	9,251
Neosho	7,220	93.6	6,760	3,637	2,464	778	7,888	17,655
Ness	2,090	94.2	1,970	1,019	247	68	3,843	3,861
Norton	3,020	92.0	2,780	1,548	688	199	4,018	6,124
Osage	5,280	93.9	4,960	2,681	609	176	3,927	8,371
Osborne	3,170	95.3	3,020	1,914	646	187	6,154	6,449

(Continued on page 96)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

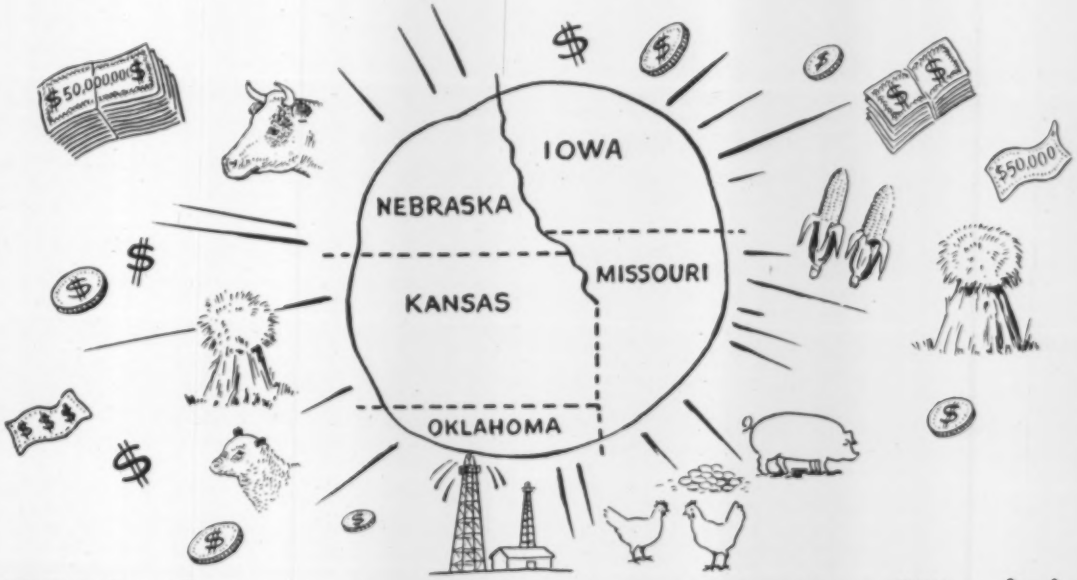
Sweet Music for Advertisers



WE'RE BUSTIN' OUT ALL OVER

The largest corn crop in history, plus the third largest wheat crop on record makes WIBW's audience America's Number One Buying Prospect. That's because this unprecedented 1948 income will be added to bank accounts already bursting with the proceeds of seven consecutive years of bumper crops.

No matter what you have to sell . . . capital goods or luxuries . . . these First Families of Agriculture are both able and anxious to buy. If you want smashing sales or distribution anywhere within the half-millivolt line shown below WIBW IS YOUR BEST BET.



WIBW Guides the Spending of All this Wealth

The reason's simple. For over a quarter-century, WIBW has faithfully served the needs and interests of listeners on farms and in small towns — both of whom depend on agriculture for their livelihood. WIBW has become a necessary part of the daily life of two generations of listeners who look to us for news, market reports, farm service, and the kind of entertainment they most enjoy. We're one of them. We have their confidence. No wonder our buying recommendations are listened to so attentively . . . acted on so quickly.

Just ask any WIBW advertiser. Better still, let us PROVE it to your own sales satisfaction.

Serving the
First Families of Agriculture

Rep.: CAPPER PUBLICATIONS, Inc.

WIBW Topeka KANSAS WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

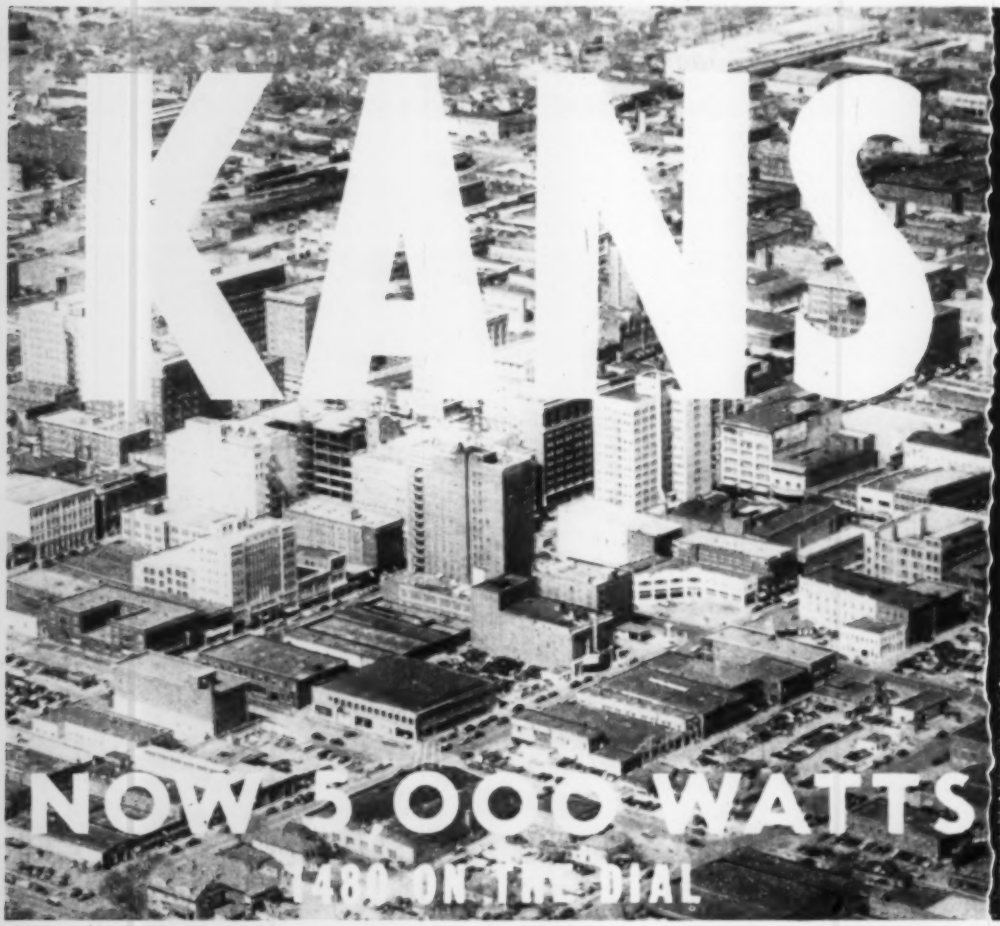
KANSAS RADIO MARKET DATA BY COUNTIES

(Continued from page 94)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Ottawa	3,060	96.1	2,940	1,617	410	117	4,865	5,196
Pawnee	2,820	95.7	2,700	1,640	994	329	6,872	8,893
Phillips	3,360	93.9	3,150	1,775	701	250	4,478	6,792
Pottawatomie	4,270	94.6	4,040	2,426	552	163	5,163	9,577
Pratt	3,990	96.5	3,850	2,063	1,392	525	10,170	13,567
Rawlins	1,790	95.6	1,700	1,044	362	94	4,288	3,583
Reno	16,880	95.9	16,180	8,796	9,220	4,147	29,345	62,291
Republic	4,410	93.9	4,140	2,117	682	200	5,290	8,094
Rice	5,310	96.6	5,130	3,186	1,723	688	7,684	16,174
Riley	6,230	96.1	5,990	4,554	2,761	906	10,224	26,272
Rooks	2,660	94.4	2,510	1,479	518	141	4,100	5,373
Rush	2,480	94.7	2,350	1,181	559	186	5,695	4,969
Russell	3,810	95.3	3,630	2,157	1,462	601	9,226	11,760
Saline	9,230	97.1	8,960	5,308	7,422	2,966	18,231	39,038
Scott	1,200	95.8	1,150	435	----(4)	----(4)	2,452	3,387
Sedgwick	47,980	96.5	46,280	34,876	51,893	26,238	147,145	275,964
Seward	1,920	94.8	1,820	869	1,313	518	7,066	9,951
Shawnee	29,600	96.7	28,620	16,700	19,489	8,385	47,043	130,693
Sheridan	1,330	93.2	1,240	454	155	40	2,710	2,248
Sherman	1,950	92.8	1,810	925	639	202	4,419	6,449
Smith	3,540	93.2	3,300	1,921	560	140	4,090	5,505
Stafford	3,080	96.4	2,970	1,803	547	186	6,457	8,306
Stanton	510	92.2	470	94	----(6)	----(6)	936	1,189
Stevens	1,010	94.1	950	356	335	148	2,094	2,004
Sumner	8,480	95.6	8,110	4,708	1,841	292	11,864	19,333
Thomas	2,060	96.1	1,980	999	670	231	5,306	6,825
Trego	1,630	93.9	1,530	546	288	95	2,974	3,453
Wabaunsee	2,820	93.6	2,640	2,045	227	49	3,238	4,642
Wallace	750	93.3	700	240	----(5)	----(5)	932	1,254
Washington	4,880	94.1	4,590	2,968	646	190	5,752	7,963
Wichita	620	93.5	580	168	----(2)	----(2)	1,590	1,939
Wilson	5,650	93.8	5,300	2,534	2,014	901	5,782	10,895
Woodson	2,620	93.1	2,440	890	332	75	1,943	4,283
Wyandotte	46,200	96.5	44,580	20,442	30,123	15,846	64,871	137,991

(1) Includes Grant & Haskell Counties. (2) Includes Greeley & Wichita Counties. (3) Includes Hamilton & Kearney Counties. (4) Includes Lane & Scott Counties. (5) Includes Logan & Wallace Counties. (6) Includes Morton & Stanton Counties.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



YOUR SELLING STATION
IN WICHITA KANSAS

RESOURCES plus PEOPLE plus JOBS equal a genuine grass-roots economy built on a solid foundation of basic economic principles. Wichita, Kansas is the fortunate possessor of such an economy.

A vast empire of economic wealth has been built around three basic resources—agriculture, livestock, and oil—all as natural as mother nature herself.

During the first six months of 1948, 17,112,600 bushels of wheat flowed into the elevators at Wichita and 43,073,513 barrels of oil were produced in the state. More than a million head of livestock move in and out of Wichita's livestock market each year.

These are the reasons your advertising dollars buy more in Wichita market. And. . . .

Your dollars buy more radio advertising on KANS, Kansas popular NBC Affiliate, in Wichita.

NOW 5,000 Watts 1480 on the dial

REPRESENTED BY
TAYLOR-BORROFF & COMPANY, INC.

See page 3 for key to map.

KENTUCKY

AM STATIONS

City		Frequency	Power	Network
Ashland	WCMI	1340	250	CBS
Bowling Green	WKCT	930	1,000-N	
	WLBJ	1340	250	MBS-KBS
Campbellsville	WTCO	1150	1,000-D	
Corbin	WCTT	1400	250	MBS-KBS
Covington	WZIP	1050	250-D	
Danville	WHIR	1230	250	
Frankfort	WFKY	1490	250	MBS
Glasgow	WKAY	1490	250	
Harlan	WHLN	1230	250	MBS-KBS
Hazard	WKIC	1340	250	MBS
Henderson	WSON	860	500-D	MBS
Hopkinsville	WHOP	1230	250	CBS-KBS
Lawson	*WMTC	730	1,000-D	
Lexington	WKLX	1500	1,000	
	WLAP	1450	250	ABC
	CP-630		CP-5,000-D CP-1,000-N	
	WLEX	1340	250	
Louisville	WAVE	970	5,000	NBC
	WGRC	1400	250	MBS
	WHAS	840	50,000	CBS
	WINN	1240	250	ABC
	WKYW	900	1,000-D	
	*WLOU	1350	1,000-D	
	*WKLO	1080	5,000-LS 1,000-N	
Madisonville	WCIF	730	250-D	
Mayfield	WKTM	1050	1,000-D	
	WNGO	1320	1,000-D	
Maysville	WFTM	1240	250	
Middlesboro	*WMIK	560	500-D	
	CP-1490		CP-250	
Newport	*WNOP	740	1,000-D	
Owensboro	WOMI	1490	250	MBS-KBS
	WVJS	1420	1,000	
Paducah	WKYB	800	1,000-D	MBS
	WPAD	1450	250	CBS
Pikeville	*WLSI	900	1,000-D	
Somerset	WSFC	1240	250	
Versailles	WVLK	590	1,000	MBS

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Ashland	WCMI-FM	93.7	229	4.4
Bowling Green	WBON	101.1	266	8.4
Henderson	WSON-FM	99.5	258	20
Hopkinsville	WHOP-FM	98.7	254	9
Lexington	WLAP-FM	94.5	233	4.6
	WKLX-FM	92.9	225	20
	WBKY	91.3	217	2.3
Louisville	WRXW	95.1	236	15
	WBOX	100.7	264	29.8
	WHAS-FM	99.7	259	24
Owensboro	WOMI-FM	92.5	223	60
	WVJS-FM	96.1	241	45
Paducah	WPAD-FM	96.9	245	17
	WKYC	93.3	227	32

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Louisville 5, 9, 13			
CP	WAVE Inc.	(WAVE-TV)	5
CP	WHAS Inc.	(WHAS-TV)	9
A	Mid-America Bcstg. Corp.		13

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

KENTUCKY RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Ashland	Boyd	7 970	94.9	7 560	Con
Bowling Green	Warren	4 550	85.9	3 910	Con
Corbin	Whitley	2 100	91.0	1 910	Con
Covington	Kenton	19 290	97.7	18 850	
Danville	Boyle	2 120	92.9	1 970	Con
Frankfort	Franklin	3 260	92.0	3 000	Con
Glasgow	Barren	1 730	88.4	1 530	
Harlan	Harlan	1 380	87.0	1 200	
Hazard	Perry	1 830	91.3	1 670	
Henderson	Henderson	4 140	89.6	3 710	
Hopkinsville	Christian	3 730	83.4	3 110	Con
Lexington	Fayette	14 820	90.6	13 430	Con
Louisville	Jefferson	96 200	94.8	91 150	Con - Hooper
Madisonville	Hopkins	2 690	88.8	2 390	
Mayfield	Graves	2 730	89.4	2 440	
Middlesboro	Bell	3 040	84.5	2 570	
Newport	Campbell	9 680	97.1	9 400	
Owensboro	Daviess	8 930	92.7	8 280	Con
Paducah	McCracken	10 270	87.0	8 930	Con
Versailles	Woodford	810	92.6	750	
Winchester	Clark	2 850	88.8	2 530	

MARKET INDICATORS FOR KENTUCKY

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,780,000	'47	2,845,627	'40
BMB Families	715,600	'48	688,000	'46
Per Cent Radio	88.8	'48	81.0	'46
Radio Families	635,200	'48	557,000	'46
Number of Business Concerns (1)	32,016	'46	33,677	'39
Domestic Urban Electric Consumers	425,000	'46	276,000	'39
Private & Commercial Passenger Auto Registrations	386,067	'46	367,236	'39
Business Telephones	96,300	'46	52,800	'39
Residential Telephones	247,000	'46	105,700	'39
Nonagricultural Employment (2)	419,000	'46	372,000	'39
Total Income Payments to Individuals	$2,364,000,000	'47	839,000,000	'39
Per Capita Income Payments	$ 850	'47	297	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 54,180,000	'46	11,010,000	'41
Bank Deposits	$1,506,000,000	'46	487,000,000	'39
Drug Stores Sales	$ 55,842,000	'46	22,229,000	'39
Gross Postal Receipts (4)	$ 11,138,000	'46	7,073,000	'39
Total Private Construction	$ 75,100,000	'46	39,600,000	'39
Private Residential Building	$ 17,100,000	'46	19,300,000	'39
Private Nonresidential Building	$ 34,200,000	'46	9,700,000	'39
Farm Construction	$ 7,300,000	'46	4,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

KENTUCKY RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adair	4,180	82.1	3,430	213	1,146(1)	392(1)	3,692	3,895
Allen	3,380	83.4	2,820	688	896	257	2,943	5,298
Anderson	2,150	91.2	1,960	468	1,222(2)	395(2)	4,245	4,092
Ballard	2,680	88.4	2,370	854	118	28	2,088	2,763
Barren	6,660	86.5	5,760	1,464	1,844	534	8,235	13,064
Bath	3,010	87.0	2,620	249	321(3)	109(3)	3,014	2,717
Bell	9,800	85.0	8,330	1,177	6,123	2,716	8,621	19,322
Boone	3,180	92.8	2,950	1,175	1,687(4)	533(4)	4,441	3,457
Bourbon	5,590	90.9	5,080	1,490	1,720	479	8,103	9,993
Boyd	12,450	93.5	11,640	5,165	10,301	5,044	17,812	39,008
Boyle	4,780	91.2	4,360	1,916	2,568	1,007	8,876	12,473
Bracken	2,620	91.2	2,390	748	493	157	3,638	3,864
Breahitt	4,600	75.2	3,460	132	283	84	1,796	2,717
Breckinridge	4,460	85.2	3,800	647	481	129	2,958	4,392
Bullitt	2,370	87.8	2,080	450	548(5)	211(5)	2,515	2,539
Butler	2,800	80.7	2,260	206	520(6)	112(6)	1,416	2,098
Caldwell	3,920	85.5	3,350	1,035	1,444	420	4,631	6,521
Calloway	4,450	86.7	3,860	1,777	1,221	394	5,856	8,439
Campbell	21,510	97.6	20,990	622	8,540	3,967	23,467	59,064
Carlisle	1,820	88.5	1,610	636	2,234(7)	631(7)	1,313	2,250
Carroll	2,440	89.8	2,190	522	----(4)	----(4)	3,297	6,038

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

WINN LOUISVILLE WITH WINN

Your ABC Station in Kentucky's First Market

WINN *gives you the mostest for the leastest and does the job bestest*

HARRY McTIGUE,
President & General Mgr.

TAYLOR-BORROFF & CO., INC.
National Representatives

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Carter	5,590	85.0	4,750	365	1,701	603	4,291	6,219
Casey	4,180	80.4	3,360	138	145	29	1,952	2,672
Christian	9,020	83.8	7,560	2,281	3,741	1,327	13,381	16,787
Clark	5,310	89.3	4,740	1,590	1,748	592	10,013	12,484
Clay	3,780	79.1	2,990	63	855	254	2,383	3,170
Clinton	2,000	81.5	1,630	15	690(8)	173(8)	1,296	2,022
Crittenden	2,980	88.9	2,650	549	815	311	2,610	4,211
Cumberland	2,450	81.6	2,000	78	----(8)	----(8)	2,121	2,476
Daviess	13,730	91.0	12,500	4,548	8,571	4,356	22,574	41,534
Edmonson	2,180	82.6	1,800	187	----(6)	----(6)	1,128	1,947
Elliott	1,740	81.0	1,410	(A-1)	848(9)	276(9)	579	1,222
Estill	3,900	82.6	3,220	695	788(10)	210(10)	1,928	5,344
Fayette	22,430	92.4	20,720	10,890	21,112	8,128	51,401	114,021
Fleming	3,520	88.4	3,110	812	312(11)	106(11)	5,228	5,021
Floyd	12,300	86.6	10,650	450	6,965	4,033	6,147	15,171
Franklin	6,470	92.4	5,980	2,434	5,060	2,026	9,853	18,582
Fulton	3,840	88.0	3,380	1,552	----(7)	----(7)	4,928	11,367
Gallatin	1,150	87.8	1,010	191	----(4)	----(4)	1,225	1,797
Garrard	3,560	88.5	3,150	555	240	62	3,629	4,634
Grant	2,670	89.1	2,380	801	697(12)	204(12)	4,787	5,087
Graves	8,170	87.3	7,130	2,084	3,531	1,196	9,226	16,665
Grayson	3,820	81.9	3,130	869	419	131	4,092	4,815
Green	3,220	84.5	2,720	152	----(1)	----(1)	3,220	2,672
Greenup	5,510	89.1	4,910	857	622	225	2,487	5,797
Hancock	1,620	85.8	1,390	324	82	20	1,101	2,170
Hardin	6,180	87.5	5,410	2,073	1,953(13)	689(13)	9,901	16,137
Harlan	16,550	89.7	14,850	1,256	13,075	7,742	9,935	37,428
Harrison	4,650	90.5	4,210	1,317	899	314	7,371	10,990
Hart	4,110	84.2	3,460	480	648	169	4,721	4,815
Henderson	7,650	88.6	6,780	1,992	4,013	1,565	12,060	14,775
Henry	3,640	90.7	3,300	934	308	77	5,070	5,208
Hickman	2,120	87.3	1,850	772	----(7)	----(7)	2,174	2,944
Hopkins	10,720	87.8	9,410	2,308	6,120	3,136	10,777	19,745
Jackson	2,490	79.1	1,970	24	181	59	1,820	2,280
Jefferson	113,830	94.9	108,070	61,604	141,894	67,081	282,125	437,923
Jessamine	3,640	88.2	3,210	647	951	465	3,719	6,552
Johnson	5,370	85.1	4,570	414	2,017	998	5,029	9,872
Kenton	27,850	97.6	27,170	24,087	10,562	5,004	30,850	82,278
Knott	4,040	79.4	3,210	10	551	356	1,289	1,981
Knox	6,100	83.1	5,070	229	1,176	465	2,484	6,355
Larue	2,770	85.9	2,380	520	489	141	3,557	3,360
Laurel	5,820	82.8	4,820	470	781	244	3,970	5,893
Lawrence	4,020	82.8	3,330	189	296	95	2,303	3,170
Lee	2,180	82.1	1,790	56	457(14)	92(14)	1,431	2,250
Leslie	2,450	75.5	1,850	52	171	39	670	1,630
Letcher	8,740	86.4	7,550	536	5,932	3,448	3,625	11,639
Lewis	3,330	84.4	2,810	392	520	130	2,076	2,567
Lincoln	4,950	86.3	4,270	578	387	123	3,906	5,842
Livingston	2,100	86.2	1,810	231	181	89	2,074	1,827
Logan	5,330	85.2	4,540	1,121	2,054(15)	591(15)	5,588	9,359
Lyon	1,450	87.6	1,270	158	343	103	1,394	2,385
McCracken	13,870	87.7	12,170	4,690	8,538	3,422	12,699	45,798
McCreary	3,200	84.4	2,700	287	1,889	802	1,000	4,861

(Continued on page 100)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

"OH, IF YOU KNEW SUSIE (Ky)!,

like I know Susie (Ky.)!" . . . well, Sir, it's ten to one you wouldn't be interested. Still, if you think you might be, we'd be only too happy to give you her name, address and *population*.

Then you'd see why WAVE does its courting in the Louisville Trading Area. In this *one* richest Kentucky market alone, there are 232,310 radio families, representing a *greater buying potential* than all the rest of the population of the State *combined*.

If you would a'courting go, kind Sir, may we poetically suggest: "For sales that are doozie, forget about Susie." May we speak for you, John?

LOUISVILLE'S
WAVE

NBC AFFILIATE

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

KENTUCKY RADIO MARKET DATA BY COUNTIES

(Continued from page 99)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
McLean	2,430	89.3	2,170	418	320	86	2,221	3,178
Madison	8,550	86.2	7,370	1,796	1,445	482	10,758	16,192
Magoffin	3,300	77.9	2,570	134	273	91	1,524	1,837
Marion	3,580	86.3	3,090	817	1,271	366	6,072	6,642
Marshall	4,260	87.8	3,740	831	505	225	4,041	4,771
Martin	2,480	79.0	1,960	(A-1)	218	47	683	1,297
Mason	5,590	90.3	5,050	1,582	3,456	1,383	11,411	13,601
Meade	1,940	88.1	1,710	413	----(13)	----(13)	1,363	2,627
Menifee	910	79.1	720	37	----(3)	----(3)	----	961
Mercer	4,210	89.3	3,760	1,301	962	316	4,601	7,352
Metcalfe	2,490	82.7	2,060	(A-1)	----(1)	----(1)	1,588	1,464
Monroe	3,110	83.9	2,610	184	384	66	3,177	2,877
Montgomery	3,800	86.3	3,280	964	1,290	357	6,163	7,810
Morgan	2,860	79.4	2,270	406	----(9)	----(9)	2,047	2,383
Muhlenberg	9,020	86.0	7,760	1,290	3,931	1,998	6,614	14,597
Nelson	4,300	87.7	3,770	1,357	1,609	636	6,620	7,306
Nicholas	2,550	91.4	2,330	511	194	41	2,667	3,321
Ohio	5,370	94.0	5,050	1,135	877	317	4,809	5,993
Oldham	2,520	90.5	2,280	800	228	59	2,192	3,125
Owen	2,790	88.9	2,480	332	251	84	3,218	3,925
Owsley	1,600	78.1	1,250	119	----(14)	----(14)	654	1,071
Pendleton	2,920	90.4	2,640	103	----(12)	----(12)	3,158	4,103
Perry	10,330	86.4	8,930	235	8,436	4,576	5,877	23,035
Pike	15,660	84.7	13,270	471	8,937	5,032	11,691	23,214
Powell	2,010	80.1	1,610	55	----(10)	----(10)	776	846
Pulaski	8,860	84.2	7,460	301	1,757	473	10,084	12,529
Robertson	900	90.0	810	26	----(11)	----(11)	1,168	1,207
Rockcastle	3,520	79.8	2,810	87	271	64	1,684	3,167
Rowan	3,160	85.4	2,700	81	----(9)	----(9)	2,724	4,547
Russell	3,140	89.2	2,800	95	----(8)	----(8)	2,225	2,455
Scott	4,060	90.4	3,670	155	646	194	4,953	8,203
Shelby	5,280	90.2	4,760	201	1,490	414	7,064	10,476
Simpson	3,040	84.9	2,580	130	----(15)	----(15)	3,224	6,353
Spencer	1,640	89.0	1,460	49	----(5)	----(5)	1,083	1,938
Taylor	3,560	87.1	3,100	172	1,067	282	3,757	5,591
Todd	3,660	83.9	3,070	166	602	122	2,666	4,480
Trigg	2,190	83.1	1,820	106	265	59	2,214	3,049
Trimble	1,400	89.3	1,250	51	75	24	1,254	890
Union	4,180	89.7	3,750	218	1,175	454	6,758	7,849
Warren	10,080	85.5	8,620	401	5,290	2,082	12,022	22,447
Washington	3,020	88.7	2,680	107	----(2)	----(2)	4,907	5,178
Wayne	3,710	81.1	3,010	128	397	87	2,712	3,903
Webster	5,440	85.3	4,640	195	996	404	6,705	8,136
Whitley	7,920	83.1	6,580	265	1,971	619	9,223	14,507
Wolfe	1,560	78.2	1,220	72	----(14)	----(14)	616	1,117
Woodford	3,560	91.9	3,270	114	1,178	605	4,299	6,023

(1) Includes Adair, Green & Metcalfe Counties. (2) Includes Anderson & Washington Counties. (3) Includes Bath & Menifee Counties. (4) Includes Boone, Carroll & Gallatin Counties. (5) Includes Bullitt & Spencer Counties. (6) Includes Butler & Edmonson Counties. (7) Includes Carlisle, Fulton & Hickman Counties. (8) Includes Clinton, Cumberland & Russell Counties. (9) Includes Elliott, Morgan & Rowan Counties. (10) Includes Estill & Powell Counties. (11) Includes Fleming & Robertson Counties. (12) Includes Grant & Pendleton Counties. (13) Includes Hardin & Meade Counties. (14) Includes Lee, Owsley & Wolfe Counties. (15) Includes Logan & Simpson Counties. (A1) Served from adjoining County.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

Some folks may tell you all the wealth in Kentuckiana is concentrated in Louisville. Louisville is an important market, it's true—but in terms of effective buying income, Metropolitan Louisville represents *less than one-fifth* of the rich Kentuckiana market served by WHAS.

Effective Buying Income	**METROPOLITAN LOUISVILLE . . .**	**$ 879,148,000**
	WHAS KENTUCKIANA MARKET*. . .	**$4,911,325,000**

So, if you sell in *all five fifths* of this rich Kentuckiana market, call your Petry man and check availabilities on Kentuckiana's only 50,000 watt 1-A clear channel station . . . *and we do mean WHAS!*

CBS
WHAS
Louisville, Kentucky

Reaching MORE for LESS

Buying income reached per $1 spent for radio time (based on 1-minute daytime announcement)

WHAS . . $130,968,666
STATION B $55,682,200

Ask Petry for PROOF

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

Victor A. Sholis, Director —— *J. Mac Wynn, Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

*The Kentuckiana Market is that market within the WHAS .5mv/m contour—with the exception of the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Management Survey of Buying Power (Copr. 1948); further reproduction not licensed.

See page 3 for key to map.

AM STATIONS

City	Frequency	Power	Network
Abbeville	KROF 960	1,000-D	
Alexandria	KALB 580	5,000-LS	ABC
		1,000-N	
	KPDR 970	1,000-LS	MBS
		500-N	
	KSYL 1400	250	NBC
Bastrop	KTRY 730	250-D	
Baton Rouge	*WAFB 1460	1,000-D	MBS
	*WCLA 1220	250-D	
	WJBO 1150	5,000	NBC
	WLCS 1400	250	ABC
Bogalusa	WIKC 1490	250	MBS
Crowley	KSIG 1450	250	
Hammond	WIHL 730	250-D	MBS-KBS
Houma	KCIL 1490	250	MBS
Lafayette	KVOL 1340	250	NBC
LakeCharles	KLOU 1580	1,000	CBS
	KPLC 1490	250	NBC
	CP-1470	CP-5,000-D	
		CP-1,000-N	
	KWSL 1400	250	MBS
Monroe	KMLB 1440	5,000-LS	ABC
		1,000-N	
	KNOE 1230	250	NBC
Natchitoches	KWCJ 1450	250	MBS-KBS
New Iberia	KANE 1240	250	MBS
New Orleans	*WADW 1230	250	
	WDSU 1280	5,000	ABC
	WJBW 1230	250	
	WJMR 990	250-D	
	*WMRY 600	500-D	
	WNOE 1450	250	MBS
	WSMB 1350	5,000	NBC
	WTPS 940	1,000-D	
	WWEZ 690	1,000-D	
	WWL 870	50,000	CBS
Opelousas	*KJAN 910	1,000	
	KSLO 1230	250	MBS-KBS
Ruston	KRUS 1490	250	MBS
Shreveport	*KCIJ 980	5,000-D	
	KENT 1550	1,000-LS	MBS
		500-N	
	KRMD 1340	250	ABC
	KTBS 710	10,000-LS	
		5,000-N	
	KWKH 1130	50,000	CBS

* Construction Permit.

In NEW ORLEANS

Where Showmanship was Born . . .

it's

WDSU

Serving South Louisiana and the Gulf Coast

•

WDSU

New Orleans' Most Interesting Station

•

WDSU

American Broadcasting Co. Affiliate

AM 1280	**5 KW**
TV (cp) **Channel 6**	**30.8 KW**
FM (cp) **287**	**155 KW**

(As of September 13, 1948)

★ ★ ★

Represented by JOHN BLAIR CO.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Alexandria	KALB-FM	96.9	245	5
	KDPR-FM	99.7	259	55
Baton Rouge	WLSU	91.7	219	1.8
	WBRL	98.1	251	15
	WLCS-FM	101.1	266	3
	WAFB-FM	104.3	282	3
Lafayette	KVOL-FM	96.1	241	14
Monroe	KMFM	104.1	281	10
	KNOE	103.3	277	--
New Orleans	WDSW	93.7	229	40
New Orleans	WNOE	92.3	222	--
	WTPS-FM	95.7	239	270
	WRCM	97.1	246	61
	WWLH	100.3	262	190
	WSMB-FM	102.7	274	158
	WDSU-FM	105.3	287	200
	WADW-FM	107.5	298	--
Shreveport	KWKH-FM	94.5	233	43
	KTBS-FM	96.5	243	47
	KRMD-FM	101.1	266	23

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Baton Rouge 3, 5, 9			
A	Baton Rouge Bcstg. Co.		9
New Orleans 2, 4, 6, 7, 10			
CP	Maison Blanche	(WRTV)	4
A-H	Loyola U.		10
A-H	New Orleans Tele. Co.		2
CP	Stephens Bcstg. Co.	(WDSU-TV)	6
A-H	Mississippi Valley Bcstg. Co.		10 or 12
CP	Times-Picayune Pub. Co.	(WTPS-TV)	7
Shreveport 2, 4, 6, 8, 11			
A	Mid-South Tele. & Bcstg. Co.		6
A	International Bcstg. Co.		8
A	Shreveport Tele. Co.		8
A	Fairfield Manor Tele. Co.		11
A	KTBS Inc.		4

LOUISIANA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Alexandria	Rapides	9 620	82.6	7 940	Con
Baton Rouge	E. Baton Rouge	12 060	88.8	10 710	Con
Bogalusa	Washington	5 320	83.6	4 450	
Crowley	Acadia	3 340	79.0	2 640	
Hammond	Tangipahoa	2 240	80.1	1 810	
Houma	Terrebonne	2 970	84.5	2 510	Con
Lafayette	Lafayette	6 530	82.1	5 360	Con
Lake Charles	Calcasieu	7 380	86.0	6 350	Con
Monroe	Ouachita	10 430	84.1	8 770	Con
Natchitoches	Natchitoches	2 540	78.3	1 990	Con
New Iberia	Iberia	4 740	81.6	3 870	Con
New Orleans	Orleans	175 780	88.3	155 170	Con - Hooper
Opelousas	St. Landry	2 970	83.5	2 480	
Ruston	Lincoln	2 540	82.3	2 090	Con
Shreveport	Caddo	35 550	87.8	31 200	Con - Hooper

MARKET INDICATORS FOR LOUISIANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,544,000	'47	2,363,880	'40
BMB Families	671,100	'48	651,000	'46
Per Cent Radio	84.2	'48	73.4	'46
Radio Families	564,900	'48	478,000	'46
Number of Business Concerns (1)	30,063	'46	26,726	'39
Domestic Urban Electric Consumers	393,000	'46	249,000	'39
Private & Commercial Passenger Auto Registrations	328,057	'46	260,145	'39
Business Telephones	115,000	'46	71,500	'39
Residential Telephones	221,900	'46	111,600	'39
Nonagricultural Employment (2)	443,000	'46	378,000	'39
Total Income Payments to Individuals	$2,270,000,000	'47	828,000,000	'39
Per Capita Income Payments	$ 892	'47	354	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 47,465,000	'46	11,668,000	'41
Bank Deposits	$1,547,000,000	'46	551,000,000	'39
Drug Store Sales	$ 55,151,000	'46	23,075,000	'39
Gross Postal Receipts (4)	$ 11,714,000	'46	6,436,000	'39
Total Private Construction	$ 66,700,000	'46	43,600,000	'39
Private Residential Building	$ 28,200,000	'46	$24,300,000	'39
Private Nonresidential Building	$ 22,400,000	'46	9,900,000	'39
Farm Construction	$ 4,000,000	'46	3,200,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † State, county & commercial vehicles included.

LOUISIANA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Acadia	11,360	77.9	8,850	1,384	3,374	1,163	16,419	20,240
Allen	4,880	81.4	3,970	651	1,769	645	2,272	5,347
Ascension	5,270	80.8	4,260	437	1,263	389	3,275	8,055
Assumption	4,240	80.2	3,400	249	1,021	349	3,013	6,620
Avoyelles	10,150	80.1	8,130	768	1,719	515	7,432	11,874
Beauregard	4,300	79.1	3,400	667	1,456	496	4,870	5,740
Bienville	4,570	82.7	3,780	574	1,079	292	3,562	7,270
Bossier	6,950	84.2	5,850	128	1,911	715	5,108	12,036
Caddo	48,620	87.2	42,390	19,225	36,849	16,666	110,272	157,512
Calcasieu	18,670	86.1	16,080	4,999	13,961	7,051	30,994	55,645
Caldwell	3,060	84.6	2,590	358	1,126	375	2,463	3,710
Cameron	1,930	84.5	1,630	44	96	27	----	1,380
Catahoula	3,470	78.7	2,730	108	325	111	1,451	3,141
Claiborne	5,690	80.8	4,600	1,116	1,694	610	7,148	9,992
Concordia	3,670	75.2	2,760	351	782	219	2,255	4,995
De Soto	6,250	79.4	4,960	755	2,060	772	4,501	9,896

(Continued on page 106)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

XUM

Coming Soon:

A New More Powerful Voice for

WNOE

NEW ORLEANS

The James A. Noe Station

50,000 WATTS*

5,000 watts night

ON 1060 KC

*(Now underway, by authority of the Federal Communications Commission)

ALSO OPERATORS OF

KNOE

The NBC Affiliate in Monroe, La.

JAMES E. GORDON,
Vice President & General Manager

WNOE
MUTUAL

Burke, Kulpers & Mahoney Inc., National Representatives

New York ★ Chicago ★ Atlanta ★ Oklahoma City ★ Dallas ★ Los Angeles ★ San Francisco

LOUISIANA RADIO MARKET DATA BY COUNTIES

(Continued from page 104)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
East Baton Rouge	29,930	89.8	26,880	13,187	21,907	9,943	43,341	113,982
East Carrol	4,060	74.1	3,010	269	582	164	2,337	5,822
East Feliciana	3,360	76.8	2,590	339	576	150	2,105	2,966
Evangeline	7,830	75.6	5,920	302	1,195	414	4,078	7,230
Franklin	6,660	79.0	5,260	377	1,005	287	5,224	8,705
Grant	5,200	81.9	4,260	168	947	263	1,489	4,590
Iberia	10,480	81.6	8,550	1,978	5,250	1,909	14,255	20,213
Iberville	6,940	80.4	5,580	923	1,991	656	6,793	10,153
Jackson	4,800	85.4	4,100	517	2,721	1,039	3,107	8,222
Jefferson	16,950	91.0	15,420	273	9,519	3,757	6,500	29,618
Jefferson Davis	6,850	81.2	5,560	1,321	1,882	602	7,395	12,699
Lafayette	12,030	79.8	9,600	2,622	5,268	1,934	13,658	23,893
Lafourche	10,270	81.4	8,360	1,149	4,044	1,161	12,036	20,484
La Salle	3,180	84.9	2,700	419	1,672	674	2,696	5,629
Lincoln	5,330	82.2	4,380	1,169	2,902	808	6,755	9,592
Livingston	4,000	82.5	3,300	129	795	251	922	4,360
Madison	4,700	74.7	3,510	384	1,829	629	3,703	7,446
Morehouse	7,020	78.6	5,520	883	3,669	1,538	4,612	10,303
Natchitoches	7,400	79.1	5,850	906	2,034	599	7,335	12,232
Orleans	175,780	88.3	155,170	81,825	151,182	67,078	364,156	519,410
Ouachita	18,970	85.8	16,270	5,962	12,379	5,096	26,810	34,953
Plaquemines	3,370	86.1	2,900	137	1,367	551	----	2,599
Pointe Coupee	5,600	79.1	4,430	243	666	188	3,711	7,446
Rapides	21,560	82.7	17,830	5,880	11,501	4,075	38,846	51,008
Red River	2,920	80.1	2,340	152	235	65	1,553	3,764
Richland	6,480	81.3	5,270	499	1,056	331	4,205	8,226
Sabine	5,880	81.3	4,780	587	1,730	553	4,224	7,094
St. Bernard	2,310	89.2	2,060	(A-1)	1,985	794	3,275	1,923
St. Charles	3,620	85.9	3,110	180	1,584	926	1,514	4,278
St. Helena	1,920	78.1	1,500	27	119	28	654	907
St. James	3,840	81.5	3,130	172	1,413	516	2,593	4,617
St. John the Baptist	4,390	83.6	3,670	148	1,252	467	1,395	4,725
St. Landry	16,830	77.8	13,090	1,707	4,242	1,484	17,488	28,421
St. Martin	5,740	77.7	4,460	459	988	279	3,346	7,379
St. Mary	8,710	82.0	7,140	1,194	4,309	1,405	10,004	13,795
St. Tammany	7,730	84.2	6,510	1,202	2,144	765	3,608	10,153
Tangipahoa	11,590	81.3	9,420	1,574	4,464	1,302	6,542	21,404
Tensas	3,470	77.8	2,700	263	416	146	2,435	3,994
Terrebonne	8,750	82.5	7,220	1,806	4,789	1,336	7,751	21,946
Union	4,150	84.3	3,500	468	1,046	360	3,330	5,347
Vermilion	10,140	79.0	8,010	1,038	2,184	746	12,104	13,349
Vernon	5,820	81.1	4,720	669	1,025	338	5,096	6,227
Washington	9,910	82.5	8,180	1,662	5,008	2,259	6,668	16,828
Webster	8,340	84.2	7,020	1,532	4,785	1,815	7,527	15,366
West Baton Rouge	2,630	82.9	2,180	(A-1)	390	140	1,298	3,982
West Carroll	4,020	83.6	3,360	161	410	101	1,531	6,825
West Feliciana	2,050	77.1	1,580	234	501	209	701	1,896
Winn	4,510	80.3	3,620	479	1,195	382	1,345	5,822

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payroll, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management."

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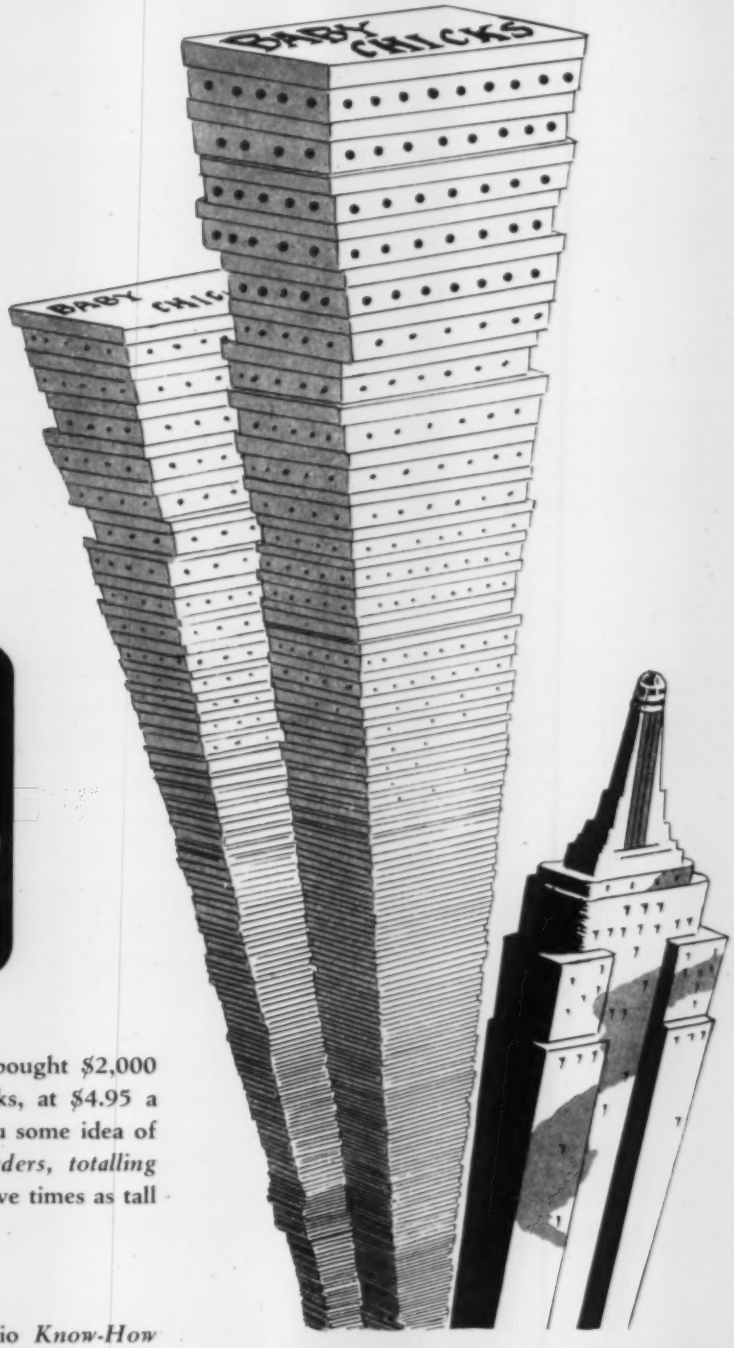


IT'S EASY, IF YOU KNOW HOW!

LAST Spring the B & W Sales Company bought $2,000 worth of time on KWKH to sell baby chicks, at $4.95 a carton. The illustration at the right gives you some idea of the campaign's amazing success—*13,131 orders, totalling over $64,000!* They'd *literally* make a stack five times as tall as the Empire State Building!

Time costs were just a little over 3%!

KWKH *gets results* because we have a radio *Know-How* based upon 23 years of broadcasting in this section of the South. Whether you sell chicks, chocolates or cheese, we'd welcome the opportunity to tell you how our Know-How can work for you.

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

Henry Clay, General Manager

The Branham Company
Representatives

MAINE

MARKET INDICATORS FOR MAINE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	885,000	'47	847,226	'40
BMB Families	273,900	'48	224,100	'46
Per Cent Radio	95.1	'48	92.2	'46
Radio Families	260,500	'48	206,600	'46
Number of Business Concerns (1)	14,348	'46	15,048	'39
Domestic Urban Electric Consumers	220,000	'46	181,000	'39
Private & Commercial Passenger Auto Registrations	171,784	'46	157,426	'39
Business Telephones	50,300	'46	36,500	'39
Residential Telephones	149,800	'46	80,900	'39
Nonagricultural Employment (2)	231,000	'46	211,000	'39
Total Income Payments to Individuals	$ 998,000,000	'47	400,000,000	'39
Per Capita Income Payments	$ 1,128	'47	474	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 17,659,000	'46	6,196,000	'41
Bank Deposits	$ 693,000,000	'46	333,000,000	'39
Drug Store Sales	$ 18,097,000	'46	8,715,000	'39
Gross Postal Receipts (4)	$ 5,446,000	'46	3,869,000	'39
Total Private Construction	$ 22,700,000	'46	11,600,000	'39
Private Residential Building	$ 4,900,000	'46	4,200,000	'39
Private Nonresidential Building	$ 11,800,000	'46	2,700,000	'39
Farm Construction	$ 2,100,000	'46	1,400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

AM STATIONS

City		Frequency	Power	Network
Auburn	*WDAV	1320	500-D	
Augusta	WFAU	1340	250	MBS
	WRDO	1400	250	NBC
Bangor	WABI	910	5,000	CBS
	WGUY	1450	250	ABC
	WJOR	1230	250	MBS-KBS
	WLBZ	620	5,000	NBC
Lewiston	WCOU	1240	250	MBS
	WLAM	1470	5,000	ABC
Portland	WCSH	970	5,000	NBC
	WGAN	560	5,000	CBS
	WMTW	1490	250	MBS
	WPOR	1450	250	ABC
Presque Isle	WAGM	1450	250	KBS
Waterville	WTVL	1490	250	ABC

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Bangor	WGUY-FM	93.1	226	11
Lewiston	WCOU-FM	93.9	230	13
Lewiston	WLFM	102.9	275	15
Portland	WMNE	100.5	263	23
Portland	WGAN-FM	101.9	270	3.6

MAINE RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Auburn	Androscoggin	6 230	99.7	6 210	Con
Augusta	Kennebec	5 060	98.0	4 960	Con
Bangor	Penobscot	8 430	99.9	8 420	Con
Bath	Sagadahoc	3 200	97.2	3 110	
Biddeford	York	5 410	98.2	5 310	
Lewiston	Androscoggin	10 530	99.9	10 520	Con
Portland	Cumberland	22 320	99.8	22 270	Con - Hooper
Presque Isle	Aroostook	2 120	95.3	2 020	Con
Waterville	Kennebec	4 790	91.2	4 370	Con

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Portland 3, 8 (8, 11 prop.)			
A	Congress Square Hotel		11
A-H	Guy Gannett Bcstg. Services		8
A-H	Oliver Bcstg. Corp.		8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

MAINE RADIO MARKET DATA BY COUNTIES

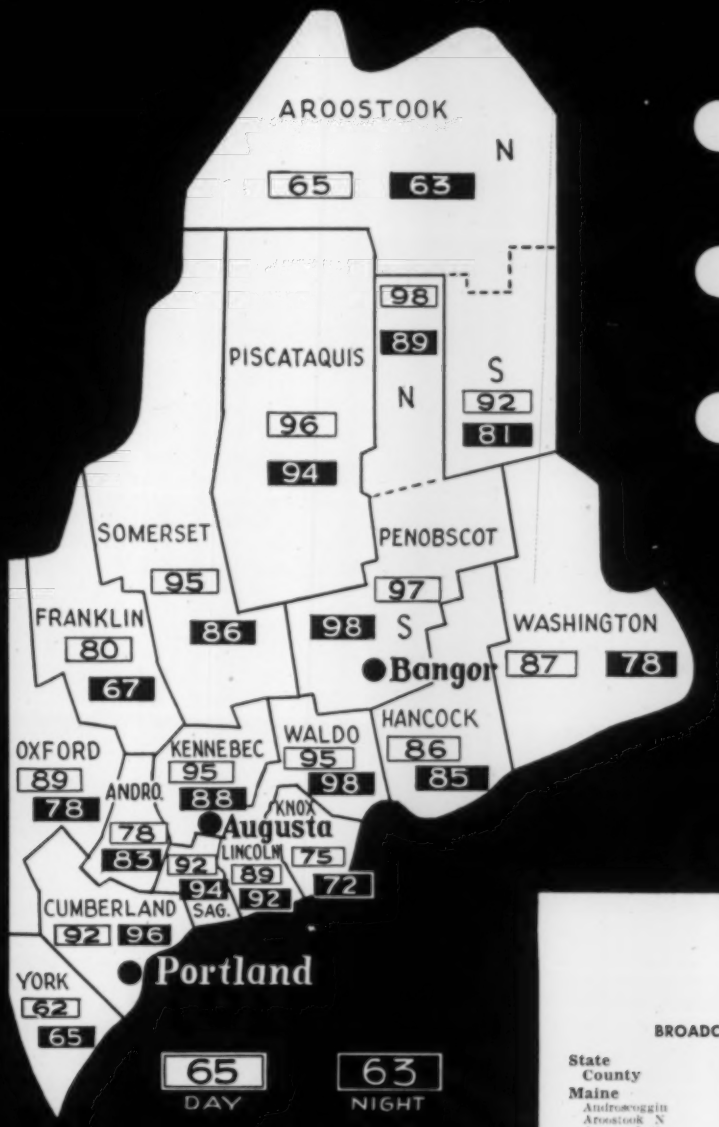
County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Androscoggin	22,930	98.6	22,600	10,778	21,429	9,434	59,391	74,358
Aroostook	24,900	89.8	22,350	8,238	8,037	3,305	34,996	56,934
Cumberland	46,120	98.5	45,420	27,308	39,145	20,053	139,651	181,055
Franklin	6,720	93.3	6,270	2,562	4,942	2,197	10,823	12,767
Hancock	12,570	93.0	11,690	4,250	4,480	1,777	13,493	24,347
Kennebec	23,400	94.9	22,210	11,093	20,515	9,138	51,581	66,828
Knox	10,270	93.7	9,620	4,106	5,088	1,931	16,040	22,243
Lincoln	5,710	93.7	5,350	2,535	1,356	498	6,384	12,814
Oxford	14,060	93.9	13,200	4,766	9,710	4,541	17,384	28,252
Penobscot	30,460	96.3	29,340	11,479	22,536	11,041	64,031	86,190
Piscataquis	6,900	93.9	6,480	1,865	4,037	1,544	7,676	10,107
Sagadahoc	7,070	94.8	6,700	3,271	6,713	5,321	17,237	14,122
Somerset	12,640	94.0	11,880	3,985	7,753	3,610	13,202	22,730
Waldo	7,090	91.5	6,490	2,672	2,174	1,301	6,190	11,505
Washington	13,300	92.2	12,260	3,211	4,844	1,839	12,035	21,235
York	29,760	96.2	28,640	11,999	21,345	9,548	43,486	71,562

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

XUM

The one network that delivers ALL Maine!

The MAINE BROADCASTING SYSTEM



- **WCSH** PORTLAND
- **WRDO** AUGUSTA
- **WLBZ** BANGOR

MAINE BROADCASTING SYSTEM — NBC

AFFILIATE STATIONS

NATIONAL REPRESENTATIVES

WEED and COMPANY

New England --- Bertha Bannan

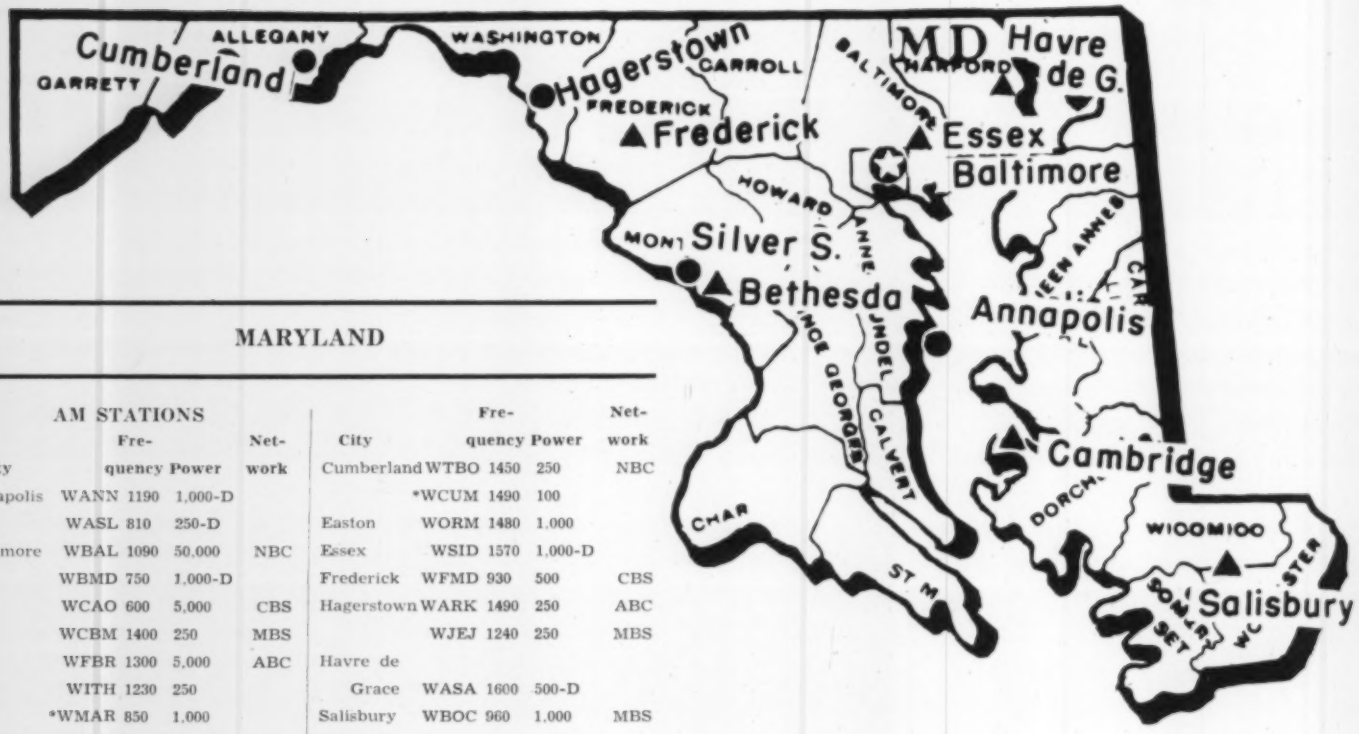
BMB REPRINT

COMPOSITE AUDIENCE REPORT

By Counties and Cities

BROADCAST MEASUREMENT BUREAU STUDY NO. 1—1946

State County	1946 Radio Families	Daytime Audience Families	 Percent	Nighttime Audience Families	 Percent
Maine					
Androscoggin	19700	15430	78	16400	83
Aroostook N	11700	7650	65	7470	63
Aroostook S	3600	3310	92	2940	81
Cumberland	44180	41230	92	42960	96
Franklin	4240	3420	80	2860	67
Hancock	7480	6490	86	6360	85
Kennebec	16770	16050	95	14880	88
Knox	6550	4960	75	4780	72
Lincoln	5270	4730	89	4850	92
Oxford	8910	7960	89	6960	78
Penobscot N	2380	2330	98	2130	89
Penobscot S	19470	19000	97	19160	98
Piscataquis	4840	4650	96	4590	94
Sagadahoc	6220	5750	92	5890	94
Somerset	7860	7430	95	6740	86
Waldo	3930	3740	95	3880	98
Washington	7250	6370	87	5710	78
York	26000	16230	62	17000	65
Plus This "Bonus" Coverage!					
Massachusetts		1560		2260	
New Hampshire		3100			
Vermont		170		1020	
Nova Scotia, Can.		1140		5340	
New Brunswick, Can.		6100			



MARYLAND

AM STATIONS

City		Frequency	Power	Network
Annapolis	WANN	1190	1,000-D	
	WASL	810	250-D	
Baltimore	WBAL	1090	50,000	NBC
	WBMD	750	1,000-D	
	WCAO	600	5,000	CBS
	WCBM	1400	250	MBS
	WFBR	1300	5,000	ABC
	WITH	1230	250	
	*WMAR	850	1,000	
Bethesda-Chevy Chase	WBCC	1120	250-D	
Cambridge	WCMD	1240	100	
Cumberland	WTBO	1450	250	NBC
	*WCUM	1490	100	
Easton	WORM	1480	1,000	
Essex	WSID	1570	1,000-D	
Frederick	WFMD	930	500	CBS
Hagerstown	WARK	1490	250	ABC
	WJEJ	1240	250	MBS
Havre de Grace	WASA	1600	500-D	
Salisbury	WBOC	960	1,000	MBS
Silver Spring	WGAY	1050	1,000-D	
	WOOK	1590	1,000-D	

* Construction Permit.

See page 3 for key to map.

CUMBERLAND

Maryland's Second City

responds to your message on

WCUM

A KARL F. STEINMANN Enterprise

A. Jack Stewart, Radio Director

1490 KC **C.B.S. AFFILIATE**

QUICK MARKET FACTS

on WCUM Primary Coverage Area

Number of Homes	24,000
Population	112,000
Annual Payroll (city only)	$ 66,000,000
Annual Retail Sales (area)	$164,000,000
Average Family Income	$4,958

Figures based on statistics supplied by Cumberland Chamber of Commerce for area of mail response.

Cumberland's popular new station (established in August, 1948) is tuned to the taste of this rich market. Write or call direct for rates and availabilities.

Teletypewriter Service - Cumberland, Md. 31
Telephone Cumberland 5400
Williams Road at East City Line
Post Office Box 360

XUM

RADIO *and* RADIO*activity*

● Even though we're well into the Atomic Age, there are still many things we don't understand about radioactivity.

But when it comes to activity in radio, we're on surer ground. Alert time-buyers know from experience that WCBM is Baltimore's most active, sales-productive station. For real penetration of the rich Baltimore market, you need WCBM. Any time you're ready to hear it, we'll gladly tell you the WCBM story.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President and Commercial Manager* GEORGE H. ROEDER, *General Manager*

North Avenue at Harford • BALTIMORE 13, MD. • UNiversity 8400

Exclusive National Representatives

WEED & COMPANY

NEW YORK, CHICAGO, BOSTON, DETROIT,
ATLANTA, HOLLYWOOD, SAN FRANCISCO

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Annapolis	WNAV-FM	99.1	256	16.6
Baltimore	WCAO-FM	102.7	274	20
	WCBM-FM	93.1	226	15
	WMCP	94.7	234	20
	WMAR-FM	97.9	250	20
	WFBR-FM	101.9	270	20
	WITH-FM	104.3	282	20
Bethesda	WBCC-FM	103.1	276	0.490
Bradbury Heights	WBUZ	96.7	244	0.42
Cumberland	WCUM	102.9	275	2.5
	WTBO-FM	106.9	295	2.5
Frederick	WFMD-FM	101.5	268	2
Hagerstown	WJEJ-FM	104.7	284	1
Salisbury	WBOC-FM	97.5	248	12
Silver Spring	WGAY-FM	102.3	272	0.44
	WHIP	103.9	280	--

TV STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Baltimore 2, 11, 13				
O	A. S. Abell Co.	(WMAR-TV)		2
O	Hearst Radio	(WBAL-TV)		11
CP	Radio-Tele. of Baltimore	(WAAM)		13
Cumberland 2				
A	Tower Realty Co.			2
A	Cumberland Bcstg. Co.			2
Hagerstown 6c, 3c				
A	Hagerstown Bcstg. Co.			6

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

MARYLAND RADIO MARKETS BY CITIES

Annapolis	Anne Arundel	3 280	93.9	3 080	Con
Baltimore	Baltimore	290 960	96.9	281 940	Con - Hooper
Bethesda	Montgomery	5 290	98.3	5 200	
Cambridge	Dorchester	3 590	88.3	3 170	
Cumberland	Allegany	13 210	96.4	12 730	Con
Frederick	Frederick	5 450	94.9	5 170	Con
Hagerstown	Washington	11 230	96.4	10 830	Con
Salisbury	Wicomico	4 860	92.8	4 510	Con
Silver Spring	Montgomery	9 890	92.2	9 120	

MARKET INDICATORS FOR MARYLAND

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,139,000	'47	1,821,244	'40
BMB Families	585,200	'48	563,000	'46
Per Cent Radio	95.7	'48	93.3	'46
Radio Families	560,200	'48	525,000	'46
Number of Business Concerns (1)	30,641	'46	29,185	'39
Domestic Urban Electric Consumers	576,000 †	'46	470,000 †	'39
Private & Commercial Passenger Auto Registrations	437,941	'46	364,323	'39
Business Telephones	156,400	'46	96,900	'39
Residential Telephones	326,200	'46	183,600	'39
Nonagricultural Employment (2)	609,000	'46	486,000	'39
Total Income Payments to Individuals	$2,934,000,000	'47	1,074,000,000	'39
Per Capita Income Payments	$ 1,465	'47	634	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 60,531,000	'46	17,595,000	'41
Bank Deposits	$1,949,000,000	'46	958,000,000	'39
Drug Store Sales	$ 50,291,000	'46	23,399,000	'39
Gross Postal Receipts (4)	$ 14,398,000	'46	9,232,000	'39
Total Private Construction	$ 154,800,000	'46	60,200,000	'39
Private Residential Building	$ 73,000,000	'46	39,100,000	'39
Private Nonresidential Building	$ 68,600,000	'46	13,400,000	'39
Farm Construction	$ 2,900,000	'46	2,000,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † Maryland figures include District of Columbia.

MARYLAND RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Allegany	27,890	96.0	26,780	8,608	24,605	12,466	37,572	77,160
Anne Arundel	18,370	95.0	17,460	8,552	5,274	2,197	21,099	43,665
Baltimore	338,290	97.1	328,360	25,435	39,283	21,073	44,342	1,170,372
Baltimore City	290,960	96.9	281,940	110,890	307,625	158,223	926,226	1,095,459
Calvert	2,860	85.7	2,450	811	633	213	3,736	4,984
Caroline	5,760	92.2	5,310	1,542	2,944	1,050	8,367	10,247
Carroll	11,820	95.5	11,290	4,291	5,488	1,982	26,275	23,324
Cecil	7,390	94.3	6,970	2,638	2,532	1,216	12,674	15,467
Charles	3,920	86.0	3,370	1,000	974	336	6,797	8,116
Dorchester	9,340	89.1	8,320	1,990	5,201	2,006	14,070	17,082
Frederick	17,730	94.1	16,690	5,231	7,114	2,653	35,070	45,419
Garrett	6,140	89.9	5,520	962	1,814	735	5,569	10,387
Harford	9,530	94.4	9,000	3,922	3,919	1,547	17,695	23,013
Howard	4,850	94.2	4,570	1,930	2,291	1,280	3,930	11,410
Kent	4,390	90.4	3,970	1,478	1,574	464	7,238	10,677
Montgomery	27,880	97.6	27,210	24,276	10,959	5,608	36,034	77,510
Prince Georges	26,440	96.1	25,420	17,400	7,282	3,381	27,812	58,396
Queen Annes	4,660	89.9	4,190	1,016	833	251	5,144	7,383
St. Marys	3,990	82.7	3,300	858	721	260	4,550	5,973
Somerset	6,540	88.1	5,760	900	2,180	707	8,062	7,771
Talbot	6,160	90.9	5,600	1,937	3,142	1,110	12,816	17,158
Washington	22,720	95.3	21,650	7,343	21,547	10,016	34,799	56,818
Wicomico	11,590	92.3	10,700	3,719	9,064	3,349	20,859	31,979
Worcester	6,940	90.9	6,310	1,654	3,581	1,119	13,473	19,320

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

XUM

IN BALTIMORE

WBAL

and only WBAL

OFFERS BOTH!

The Greatest Shows in Radio are on WBAL

1090 Kilocycles • 50,000 Watts

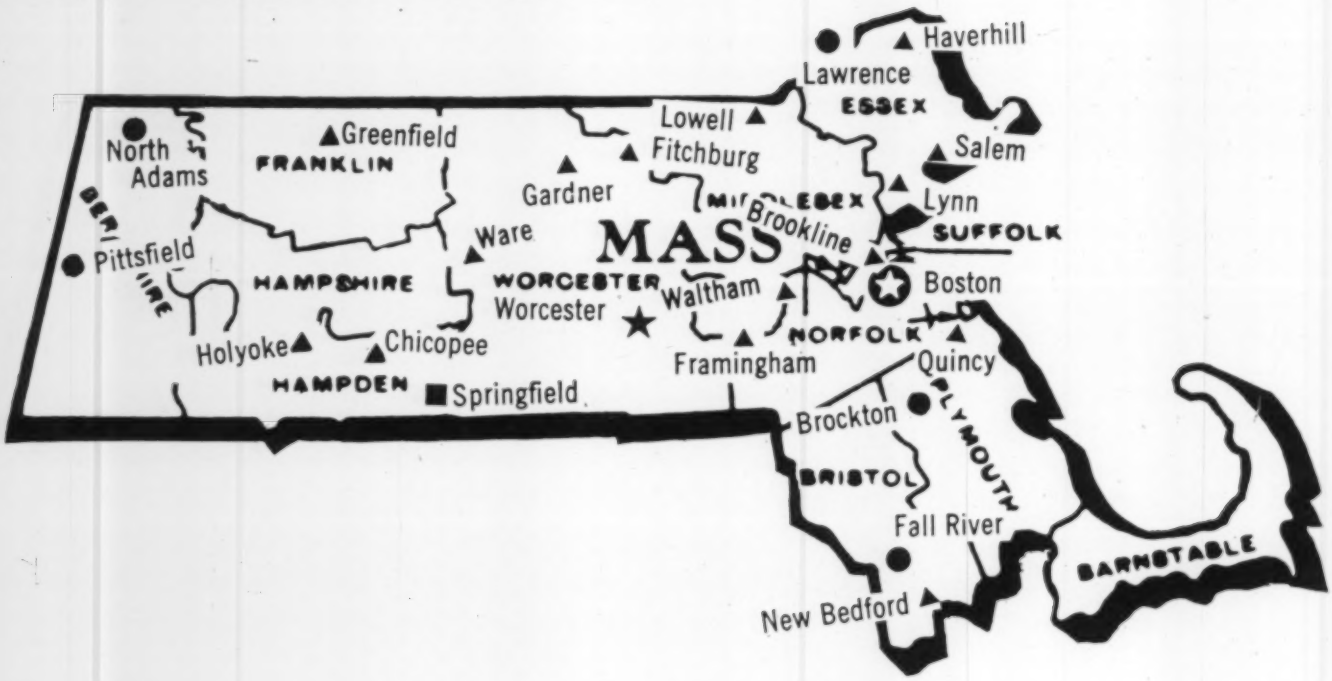
NBC Affiliate

The Greatest Shows in Television are on WBAL-TV

32,600 Watts (Effective Radiated Power)

Channel 11 • NBC Affiliate

WBAL and WBAL-TV • 2610 North Charles Street • Baltimore 18, Md.



See page 3 for key to map.

In the Northern Berkshire Area

We Make New Business

CONLAN SURVEY SHOWS STATION **WMNB**

35.6 IN MORNINGS **8** AM TO **12** NOON

39.6 IN AFTERNOONS **12** NOON TO **6** PM

46.1 IN EVENINGS **6** PM TO **10:30** PM

ENTIRE CONLAN SURVEY SHOWS:

WMNB	**41.6**
STATION A (LOCAL DAYTIME)	**17.7**
STATION B (50 KW NETWORK)	**26.8**
ALL OTHER STATIONS	**13.9**

Northern Berkshire's **ONLY FULLTIME** station

WMNB

J. GORDON KEYWORTH
Gen. Mgr.

NORTH ADAMS, MASS.
1230 KC
Telephone 1230

AM STATIONS

City		Frequency	Power	Network
Boston	WBMS	1090	1,000-D	
	WBZ	1030	50,000	ABC
	WCOP	1150	5,000	ABC
	WEEI	590	5,000	CBS
	WHDH	850	50,000	
	WMEX	1510	5,000	
	WNAC	1260	5,000	MBS
	WORL	950	1,000-D	
Brockton	WBET	990	250-D	
	*WBKA	1450	250	
Brookline	*WVOM	1600	5,000	
Cambridge	*WTAO	740	250-D	
Chicopee	WACE	730	1,000-D	
Fall River	WALE	1400	250	
	WSAR	1480	5,000	MBS
Fitchburg	WEIM	1340	250	MBS
Framingham	WKOX	1190	1,000-D	
Gardner	WHOB	1490	250	
Greenfield	WHAI	1240	250	MBS
Haverhill	WHAV	1490	250	
Holyoke	WHYN	1400	250	MBS
Lawrence	WCCM	800	1,000-D	
	WLAW	680	50,000	ABC
Lowell	WLLH	1400	250	MBS
Lynn	WLYN	1360	500-D	
New Bedford	WNBH	1340	250	ABC
North Adams	WKOB	860	250-D	
	WMNB	1230	100	
Pittsfield	WBEC	1490	250	ABC
	WBRK	1340	250	MBS
Quincy	WJDA	1300	1,000-D	
Salem	WESX	1230	250	
Springfield	WBZA	1030	1,000	NBC
	WMAS	1450	250	CBS
	WSPR	1270	1,000	ABC
Waltham	WCRB	1330	500-D	
Ware	*WRMS	1250	500-D	
West Yarmouth	WOCB	1240	250	ABC-KBS
Worcester	WAAB	1440	5,000	MBS
	WNEB	1230	250	
	WORC	1310	1,000	ABC
	WTAG	580	5,000	CBS

WNEB IN WORCESTER

Always THE BETTER BUY . . . All Ways!

Compare WNEB in its own area!

- In competition with 4 network stations, independent WNEB has rated first, close to first, never less than second in its 20 months of Hooper history.
- Independent WNEB costs you less than any other station in Worcester.

Compare WNEB in its own field!

- Among *all* independent stations, in cities covered by Hooper, WNEB stands *third* week-day mornings, *first* afternoons, and *second* evenings.*
- WNEB achieved these enviable ratings without "gimmicks" or "give-away" programs of any kind.

Call in our representative today and get the complete story . . . convincing evidence that WNEB gives you

MORE LISTENERS FOR YOUR RADIO DOLLAR

**Station Listening Indexes—Independent Stations, June-July 1948*

WNEB

WORCESTER SERVING NEW ENGLAND'S THIRD LARGEST CITY **MASSACHUSETTS**

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

Boston Agencies Know New England - and 18 Boston Agencies representing over 25 New England Advertisers use WNBH to reach the big New Bedford Market

WNBH dominates New Bedford with a share of audience greater than all other stations combined!

WNBH

BASIC ABC FOR SOUTHEASTERN MASSACHUSETTS

AFFILIATED WITH WOCB, CAPE COD

REPRESENTED BY THE WALKER CO.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Boston	WBZ-FM	92.9	225	20
	WHDH-FM	94.5	233	20
	WNAC-FM	98.5	253	19.5
	WCOP-FM	100.7	264	20
	WUNY	102.5	273	20
	WEEI-FM	103.3	277	20
	WBMS-FM	104.1	281	20
Brockton	WBET-FM	97.7	249	0.8
	WBKT	106.3	292	0.8
	WBKZ-FM	107.1	296	0.8
Cambridge	WXHR	96.9	245	20
Chicopee	WACE-FM	100.3	262	3
Fall River	WSAR-FM	103.7	279	20
	WCFR	93.5	228	0.3
Fitchburg	WEIM-FM	104.7	284	18
Greenfield	WHAI-FM	98.3	252	1
Haverhill	WHAV-FM	92.5	223	20
Holyoke	WHYN-FM	93.1	226	3.2
Lawrence	WLAW-FM	93.7	229	20
Lowell	WLLH-FM	99.5	258	12.2
Lynn	WLYN-FM	105.5	288	--
New Bedford	WBSM	97.3	247	20
	WFMR	98.1	251	19
North Adams	WMFM	97.5	248	2.4
Pittsfield	WBEC-FM	94.3	232	1
Springfield	WMAS-FM	94.7	234	3.2
	WBZA-FM	97.1	246	3.9
	WSPR-FM	97.9	250	14
	WSFL	101.9	270	10
West Yarmouth	WOCB-FM	94.3	232	1
Worcester	WTAG-FM	96.1	241	10
	WBMY	95.1	236	--
	WGTR	99.1	256	6.5

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Boston 2, 4, 7, 9			
A-H	Boston Metropolitan Tele. Co.		9
A-H	CBS		9
A-H	Mass. Bcstg. Corp.		9
A-H	Matheson Radio Co.		13
A-H	New England Tele. Co.		13
A-H	New England Theatres		13
CP-H	Raytheon Mfg. Co., Waltham	(WRTB)	2
A-H	20th Century-Fox		13
O	Westinghouse	(WBZ-TV)	4
O	Yankee Network	(WNAC-TV)	7
Fall River (see also New Bedford) 13			
A-H	Fall River Herald News		8
A-H	New England Tele. Co.		8
Holyoke (see also Springfield) 3			
A-H	Hampden-Hampshire Corp.		3
Lawrence (see also Lowell, Haverhill) 6			
A-H	Hildreth & Rogers Co.		6
Lowell (see also Lawrence, Haverhill)			
A-H	Lowell Sun Pub. Co.		6
***New Bedford** (see also Fall River)			
A-H	E. Anthony & Sons		1
Springfield (see also Holyoke)			
A-H	New England Tele. Co.		3
A-H	Yankee Network		3
Worcester 5			
A-H	New England Tele. Co.		5
A-H	WTAG Inc.		5

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

MASSACHUSETTS RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Adams	Berkshire	3 730	97.9	3 650	
Arlington	Middlesex	12 030	99.9	12 020	
Belmont	Middlesex	8 010	99.9	8 000	
Beverly	Essex	8 110	97.7	7 920	
Boston	Suffolk	227 180	98.8	224 520	Con - Hooper
Brockton	Plymouth	20 890	97.6	20 380	Con
Brookline	Norfolk	14 630	99.9	14 610	
Cambridge	Middlesex	33 060	99.9	33 030	
Chelsea	Suffolk	11 410	98.6	11 250	
Chicopee	Hampden	11 560	99.4	11 490	
Everett	Middlesex	13 530	99.9	13 510	
Fall River	Bristol	34 330	98.5	33 810	Con
Fitchburg	Worcester	12 570	98.8	12 420	Con
Framingham	Middlesex	6 560	99.7	6 540	Con
Gardner	Worcester	5 810	96.0	5 580	Con
Greenfield	Franklin	5 080	97.6	4 960	Con
Haverhill	Essex	15 210	98.1	14 920	Con
Holyoke	Hampden	16 920	99.2	16 790	Con
Hyannis	Barnstable	1 130	96.5	1 090	
Lawrence	Essex	25 340	98.4	24 930	Con
Lowell	Middlesex	28 700	99.9	28 680	Con
Lynn	Essex	31 720	98.0	31 100	
Malden	Middlesex	17 680	99.9	17 660	
Medford	Middlesex	18 430	99.9	18 410	
Melrose	Middlesex	7 930	99.9	7 920	
New Bedford	Bristol	35 240	98.2	35 600	Con
Newton	Middlesex	20 070	99.9	20 060	
North Adams	Berkshire	6 930	98.4	6 820	Con
Pittsfield	Berkshire	14 990	98.9	14 830	Con
Quincy	Norfolk	23 460	99.8	23 420	
Revere	Suffolk	9 890	99.4	9 830	
Salem	Essex	12 160	97.6	11 870	Con
Somerville	Middlesex	30 230	99.9	30 210	
Springfield	Hampden	46 420	99.5	46 170	Con - Hooper
Taunton	Bristol	10 740	99.1	10 640	
Waltham	Middlesex	10 550	99.9	10 540	
Watertown	Middlesex	10 010	99.9	10 000	
Worcester	Worcester	56 210	98.0	55 110	Con

XUM

"WHDH is now the favorite of more Listeners than any other Boston Station"

Special survey made by The Pulse, Inc.

5000
WATTS
CP 50,000
WATTS
BOSTON

WHDH

See your John Blair man

MARKET INDICATORS FOR MASSACHUSETTS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	4,635,000	'47	4,316,721	'40
BMB Families	1,316,200	'48	1,183,400	'46
Per Cent Radio	98.9	'48	97.9	'46
Radio Families	1,301,500	'48	1,158,900	'46
Number of Business Concerns (1)	78,730	'46	79,204	'39
Domestic Urban Electric Consumers	1,219,000	'46	1,114,000	'39
Private & Commercial Passenger Auto Registrations	834,836	'46	760,838†	'39
Business Telephones	398,800	'46	314,600	'39
Residential Telephones	907,100	'46	581,200	'39
Nonagricultural Employment (2)	1,496,000	'46	1,347,000	'39
Total Income Payments to Individuals	$6,718,000,000	'47	3,106,000,000	'39
Per Capita Income Payments	$ 1,449	'47	719	'39

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Sales of U. S. Savings Bonds (Series E) (3)	$ 147,516,000	'46	48,728,000	'41
Bank Deposits	$7,114,000,000	'46	4,197,000,000	'39
Drug Stores Sales	$ 128,406,000	'46	63,351,000	'39
Gross Postal Receipts (4)	$ 41,638,000	'46	29,266,000	'39
Total Private Construction	$ 202,800,000	'46	95,100,000	'39
Private Residential Building	$ 79,900,000	'46	49,300,000	'39
Private Nonresidential Building	$ 92,900,000	'46	26,600,000	'39
Farm Construction	$ 2,600,000	'46	2,200,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † State, county & municipal vehicles included.

MASSACHUSETTS RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Barnstable	13,860	96.2	13,330	9,362	5,662	2,471	30,672	52,739
Berkshire	39,540	98.0	38,760	23,344	32,173	16,828	107,720	127,610
Bristol	113,780	98.4	112,010	45,490	118,780	55,660	303,936	274,582
Dukes	2,490	95.6	2,380	1,377	584	248	3,317	7,899
Essex	155,760	98.5	153,500	82,658	137,187	69,547	457,353	348,013
Franklin	16,810	97.4	16,370	8,880	12,781	6,538	52,637	48,703
Hampshire	22,120	98.1	21,690	10,162	14,578	6,899	73,412	62,710
Hempden	102,350	99.3	101,620	56,763	111,418	60,181	379,190	320,281
Middlesex	286,400	99.7	285,550	163,141	206,993	108,621	709,695	687,431
Nantucket	1,140	99.1	1,130	960	388	185	3,965	3,385
Norfolk	98,100	99.7	97,830	80,899	69,057	38,826	234,167	295,283
Plymouth	56,390	98.2	55,350	32,815	37,156	18,921	154,351	144,111
Suffolk	253,550	98.8	250,590	105,436	368,900	207,539	2,299,662	1,110,885
Worcester	153,910	98.4	151,390	76,347	155,421	82,211	491,578	422,224

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management."

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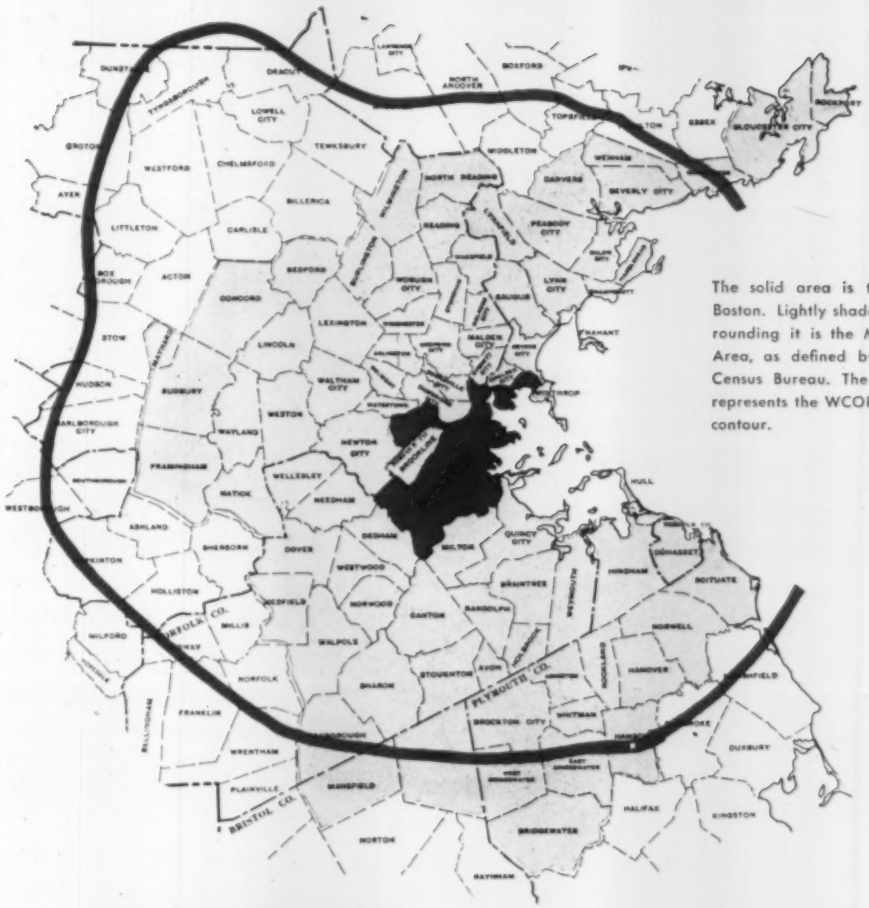
28% of all New Englanders live here



The solid area is the City of Boston. Lightly shaded area surrounding it is the Metropolitan Area, as defined by the U. S. Census Bureau. The single line represents the WCOP ½-millivolt contour.

This is BOSTON

Metropolitan Boston ranks FIFTH in population among the nation's metropolitan areas. It has 28% of the population of ALL of the New England states, and 58% of the entire population of Massachusetts. Over 2,600,000 people live in the 83 cities and towns which make up the area pictured above. The City of Boston (solid above) with a population density of 17,551 persons per square mile is the most densely populated city in the country, excepting only New York. In buying radio in New England, it is tremendously important to make sure that the Metropolitan Boston market is adequately covered.

This is WCOP A COWLES STATION

Boston's most progressive radio station supplies tailor-made coverage of this rich market, with outstanding selling personalities and ABC programs, *plus* top-flight merchandising and promotion for advertisers.

Rates and availabilities from any Katz Office

WCOP A Cowles Station • Boston's exclusive ABC outlet

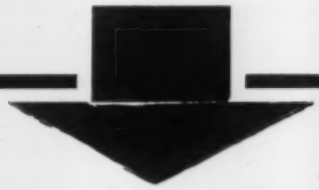
See page 3 for key to map.

AM STATIONS

City		Frequency	Power	Network
Adrian	WABJ	1500	250-D	
Alma	*WFYC	1280	1,000-D	
Alpena	WATZ	1450	250	MBS-KBS
Ann Arbor	WHRV	1600	1,000	ABC
	WPAG	1050	1,000-D	
Battle Creek	WELL	1400	250	ABC
	WBCK	930	1,000	
Bear Creek Twp.	*WMBN	1340	250	
Bay City	WBCM	1440	1,000-LS 500-N	ABC
Benton Harbor	WHFB	1060	1,000-D	
Cadillac	WATT	1240	250	MBS-KBS
Dearborn	WKMH	1540	1,000-D	
	CP-	1310	CP-1,000-U	
Detroit (Windsor)	CKLW	800	5,000	MBS
Detroit	WJBK	1490	250	
	WJLB	1400	250	
	WJR	760	50,000	CBS
	WWJ	950	5,000	NBC
	WXYZ	1270	5,000	ABC
East Lansing	**WKAR	870	5,000-D	
Escanaba	WDBC	1490	250	MBS-KBS
Flint	WBBC	1330	1,000	MBS
	WFDF	910	1,000	ABC
	WMRP	1510	250-D	KBS
	WTCB	600	1,000-LS 500-N	NBC
	WWOK	1470	1,000	
Grand Rapids	WFUR	1570	1,000-D	
	WGRD	1410	1,000-D	
	WJEF	1230	250	CBS
	WLAV	1340	250	ABC
	WOOD	1300	5,000	NBC

(Continued on page 122)

YOU GET MORE SALES IMPACT for Your MONEY in the DETROIT area



BY USING CKLW

50,000 WATTS . . . SOON! To keep well ahead of the expanding needs of this fast-growing market . . . to encourage a greater loyalty to public service and to strengthen our already enviable position with listeners and advertisers alike . . . CKLW will soon broadcast with 50,000 watts. This greater voice will give the Detroit Area's best radio buy a new selling wallop beyond duplication in this region! Watch for announcements to come!

H. N. Stovin & Co., Canadian Rep. • **Adam J. Young, Jr., Inc., Nat'l Rep.**

Guardian Building Detroit 26, Mich.

. . . . . .

5,000 Watts Day and Night—800 kc—Mutual Broadcasting System

MICH. AM STATIONS

(Continued from page 120)

City		Frequency	Power	Network
Holland	*WHTC	1450	250	
Houghton (Calumet)	WHDF	1400	250	MBS-KBS
Iron Mountain	WIKB	1230	250	MBS-KBS
	WMIQ	1450	250	
Ironwood	WJMS	630	1,000	MBS-KBS
Ishpeming	WJPD	1240	250	
Jackson	WIBM	1450	250	ABC
Kalamazoo	WGFG	1360	1,000	ABC
	WKZO	590	5,000	CBS
Lansing	WILS	1430	500-D	MBS
	WJIM	1240	250	ABC
			CP-550 CP-1,000	
Lapeer	WMPC	1230	250 SH	
Ludington	WKLA	1450	250	ABC-MBS KBS
Marquette	WDMJ	1340	250	MBS-KBS
	*WMMI	970	1,000-D	
Midland	WDOW	1490	250	
Muskegon	WKBZ	1490	250	ABC-MBS
			CP-850 CP-1,000	
	*WKNK	1600	1,000-D	
	WMUS	1090	1,000-D	
Owosso	WOAP	1080	250-D	
Pontiac	WCAR	1130	1,000-D	
Petoskey	WMBN	1340	250	MBS-KBS
Port Huron	WHLS	1450	250	MBS-KBS
	WTTH	1360	1,000-D	
Rogers City	*WHAK	960	1,000-D	
Royal Oak	WEXL	1340	250	
Saginaw	WKNX	1210	1,000-D	
	WSAM	1400	250	NBC
Sault Ste. Marie	WSOO	1230	250-LS 100-N	ABC
Traverse City	WTCM	1400	250	MBS-KBS

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
AnnArbor	WUOM	91.7	219	13.5
	WPAG-FM	98.7	254	2.2
Battle Creek	WELL-FM	102.1	271	45
Bay City	WBCM-FM	96.1	241	32
Benton Harbor	WHFB-FM	99.9	260	9.2
Dearborn	WKMH-FM	100.3	262	--
	WLCG	103.9	280	--
Detroit	WDTR	90.9	215	2
	WJBK-FM	93.1	226	33
	WLDM	95.5	238	--
	WJR-FM	96.3	242	24
	WWJ-FM	97.1	246	10.5
	WJLB-FM	97.9	250	30
	WXYZ-FM	101.1	266	23
	WAIW	101.9	270	52
	WDFM	105.9	290	20
	WBCO	107.5	298	20
East Lansing	WKAR-FM	90.5	213	8.8
Escanaba	WJPJ	94.7	234	--
Flint	WFDF-FM	95.1	236	13
	WBBC-FM	99.9	260	6
	WAJL	107.1	296	0.4
Grand Rapids	WFRS	92.5	223	10.5
	WJEF-FM	93.7	229	--
	WLAV-FM	96.9	245	54
Grosse Point	WGSE	98.3	252	0.5
Hillsdale	WJOE	99.1	256	--
Jackson	WIBN-FM	92.3	222	16.0
Lansing	WJIM-FM	97.5	248	53
Mt. Clemens	WMLN	106.3	292	0.34
Muskegon	WKBZ-FM	106.5	293	49
	WMUS-FM	100.5	263	3.2
Owosso	WOAP-FM	103.1	276	1
Pontiac	WCAR-FM	103.5	278	20
PortHuron	WTTH-FM	99.1	256	22
RoyalOak	WEXL-FM	104.3	282	18
Saginaw	WSAL	98.1	251	15
Wyandotte	WJJW	103.1	276	1

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Detroit 2, 4, 5, 7			
O	Evening News Assn.	(WWJ-TV)	4
CP	Fort Industry	(WTVO)	2
CP	WXYZ Inc.	(WXYZ-TV)	7
A-H	United Detroit Theatres		5
A-H	WJR, Goodwill Station		5
Flint 11			
A-H	Advertisers Press		11
A-H	Booth Radio Stations		11
Grand Rapids 7, 9			
A	Furniture City Bcstg. Corp.		9
A	Grandwood Bcstg. Co.		9
CP	Leonard Versluis	(WLAV-TV)	7
Kalamazoo 3			
CP	Fetzer Bcstg. Co.	(WKZO-TV)	3
Lansing 6			
CP	WJIM Inc.	(WJIM-TV)	6
Saginaw (see also Bay City)			3, 8, 13c
A	Saginaw Bcstg. Co.		13

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

Your Number One Salesman

for

Southwestern Michigan and Northern Indiana

is

WHFB & WHFB-FM

serving

The Twin Cities of Michigan

Benton Harbor *St. Joseph*

POPULATION IN PRIMARY AREA 450,000
RETAIL SALES ANNUALLY EXCEED $100,000,000
WHFB IS LOCATED IN THE HEART OF a $40,000,000 fruit business: largest open air-fruit market in world is located in BENTON HARBOR which last year did a $12,000,000 business.

WHFB 1000 Watts (D) 1060 KC

WHFB-FM 99.9 9.2 KW

Jake P. Scherer, Mgr.

Owned by Palladium Publishing Co.

MICHIGAN RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Adrian	Lenawee	5 460	98.4	5 370	Con
Alpena	Alpena	4 350	96.3	4 190	Con
Ann Arbor	Washtenaw	11 900	98.9	11 770	Con
Battle Creek	Calhoun	16 660	98.3	16 380	Con
Bay City	Bay	16 550	98.3	16 270	Con
Benton Harbor	Berrien	6 120	97.4	5 960	
Cadillac	Wexford	3 540	96.9	3 430	
Calumet	Houghton	520	98.1	510	
Dearborn	Wayne	20 830	99.1	20 640	
Detroit	Wayne	550 820	98.7	543 660	Con - Hooper
East Lansing	Ingham	2 240	99.6	2 230	
Escanaba	Delta	5 090	97.1	4 940	Con
Flint	Genesee	52 510	98.3	51 620	Con
Grand Rapids	Kent	61 470	98.3	60 430	Con - Hooper
Hamtramck	Wayne	14 970	94.7	14 180	
Highland Park	Wayne	18 230	99.1	18 070	
Holland	Ottawa	5 310	99.1	5 260	
Iron Mountain	Dickinson	3 910	96.7	3 780	Con
Ironwood	Gogebic	4 610	97.4	4 490	Con
Ishpeming	Marquette	3 370	97.3	3 280	Con
Jackson	Jackson	18 660	98.3	18 340	Con
Kalamazoo	Kalamazoo	19 240	98.3	18 910	Con - Hooper
Lansing	Ingham	29 100	98.7	28 720	Con
Lapeer	Lapeer	1 470	98.6	1 450	
Ludington	Mason	3 310	97.0	3 210	
Marquette	Marquette	5 030	97.8	4 920	Con
Menominee	Menominee	3 610	98.3	3 550	
Midland	Midland	3 490	98.6	3 440	
Monroe	Monroe	6 160	97.4	6 000	
Mount Clemens	Macomb	5 020	98.2	4 930	
Muskegon	Muskegon	17 180	98.3	16 890	Con
Muskegon Heights	Muskegon	5 460	98.4	5 370	
Niles	Berrien	4 230	97.9	4 140	
Owosso	Shiawassee	5 200	98.3	5 110	Con
Petoskey	Emmet	2 130	96.2	2 050	
Pontiac	Oakland	22 350	98.3	21 970	
Port Huron	Saint Clair	11 830	98.3	11 630	Con
Royal Oak	Oakland	8 560	99.6	8 530	
Saginaw	Saginaw	28 970	97.9	28 370	Con
Sault Ste. Marie	Chippewa	4 930	97.4	4 800	Con
Traverse City	Grand Traverse	4 470	96.4	4 310	Con
Wyandotte	Wayne	9 770	99.1	9 680	
Ypsilanti	Washtenaw	4 600	98.3	4 520	

first

IN POWER

AND RESULTS

50,000
WATTS

WJR

AND
WJR-FM

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

C. B. S.

Represented by
PETRY

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.

MARKET INDICATORS FOR MICHIGAN

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	6,069,000	'47	5,256,106	'40
BMB Families	1,741,900	'48	1,596,000	'46
Per Cent Radio	98.0	'48	96.4	'46
Radio Families	1,707,700	'48	1,538,000	'46
Number of Business Concerns (1)	81,566	'46	74,321	'39
Domestic Urban Electric Consumers	1,469,000	'46	1,198,000	'39
Private & Commercial Passenger Auto Registrations	1,400,465†	'46	1,325,918*	'39
Business Telephones	428,400	'46	269,400	'39
Residential Telephones	1,098,300	'46	510,800	'39
Nonagricultural Employment (2)	1,599,000	'46	1,308,000	'39
Total Income Payments to Individuals	$8,641,000,000	'47	3,054,000,000	'39
Per Capita Income Payments	$ 1,424	'47	591	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 187,789,000	'46	49,706,000	'41
Bank Deposits	$4,675,000,000	'46	1,622,000,000	'39
Drug Store Sales	$ 193,433,000	'46	77,765,000	'39
Gross Postal Receipts (4)	$ 40,423,000	'46	25,037,000	'39
Total Private Construction	$ 387,300,000	'46	180,200,000	'39
Private Residential Building	$ 190,300,000	'46	118,000,000	'39
Private Nonresidential Building	$ 161,600,000	'46	35,800,000	'39
Farm Construction	$ 8,400,000	'46	6,100,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. †Taxicabs not included. *State, county and municipal vehicles included.

MICHIGAN RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Alcona	1,740	95.4	1,660	251	187	61	----	2,242
Alger	3,120	93.3	2,910	572	1,585	734	1,998	6,166
Allegan	13,270	97.1	12,890	4,806	5,432	2,608	10,244	24,663
Alpena	6,260	94.9	5,940	1,682	3,833	1,777	9,009	17,937
Antrim	3,210	94.1	3,020	654	376	117	1,156	5,605
Arenac	2,750	93.8	2,580	485	534	232	2,683	6,726
Baraga	2,710	95.2	2,580	337	925	380	1,559	4,484
Barry	7,540	97.2	7,330	3,787	3,114	1,495	8,379	14,013
Bay	23,900	97.9	23,400	9,896	14,998	7,329	45,508	81,277

(Continued on page 126)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

FACTS, NOT PHONEYS!

Fact 1

WKBZ, Muskegon Michigan is a Full Time Regional Station.

Fact 2

WKBZ covers Michigan's SIXTH Metropolitan Market.

Fact 3

WKBZ is experienced, serving 22 years, since 1926.

Fact 4

WKBZ has 150,000 audience within its Primary 2 MV/M Contour, 500,000 within its Secondary 0.5 MV/M Contour.

Fact 5

Retail Sales, primary area are $120,000,000, secondary area $475,000,000.

W. K. B. Z.

Muskegon, Michigan

850 K.C. Full Time 1000W

Affiliated with
AMERICAN BROADCASTING COMPANY
National Representatives
Burn-Smith Company Inc.

POPULATION . . . 3,045,000 FAMILIES . . . 761,000

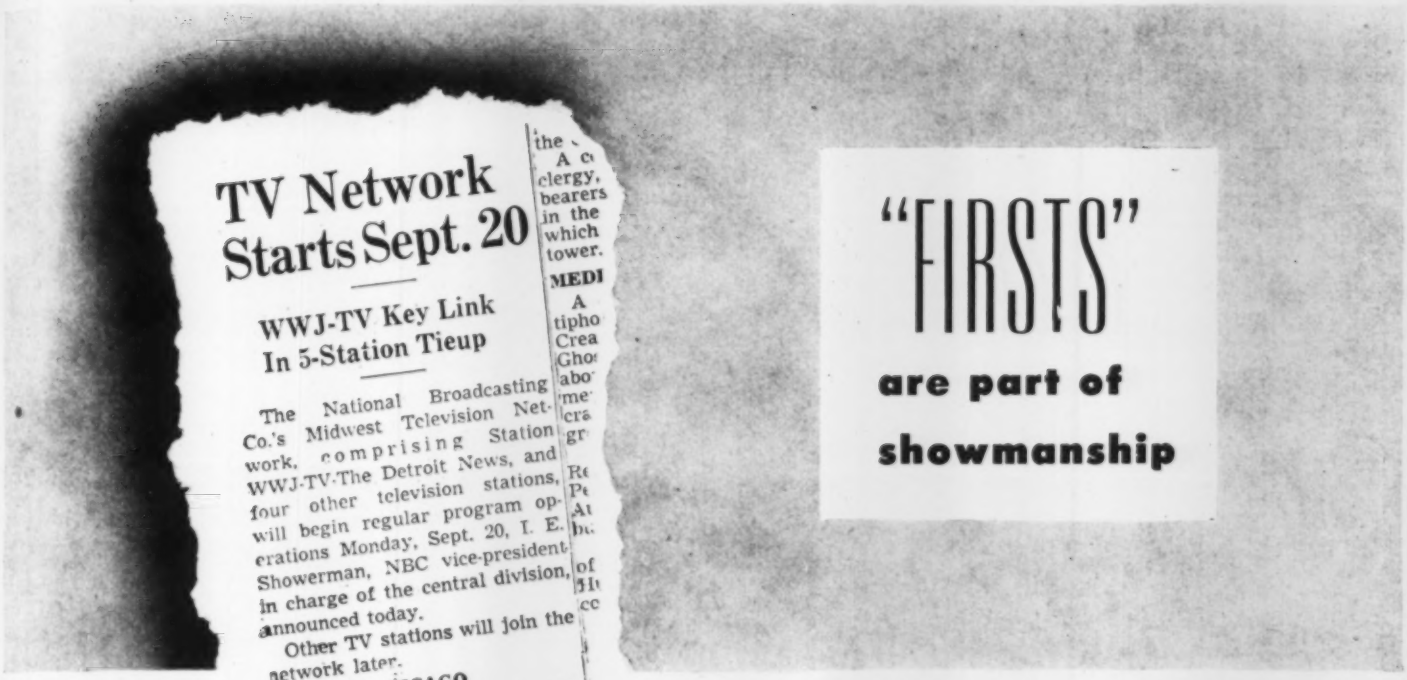
RADIO HOMES . . . 746,000

POTENTIAL AUDIENCE . . . 2,984,000

WEXL

ROYAL OAK BROADCASTING CO.

Royal Oak, Michigan


TV Network Starts Sept. 20
WWJ-TV Key Link In 5-Station Tieup
The National Broadcasting Co.'s Midwest Television Network, comprising Station WWJ-TV-The Detroit News, and four other television stations, will begin regular program operations Monday, Sept. 20, I. E. Showerman, NBC vice-president in charge of the central division, announced today.
Other TV stations will join the network later.
MEET IN CHICAGO
Plans for the network operations were made at a meeting of NBC and station officials in Chicago Monday. Showerman said WWJ-TV and the St. Louis station would serve as key program origin points, with a minimum of 12 hours of programming a week during the early stages of operation.
"FIRSTS"
are part of showmanship

The fact that WWJ-TV, first television station in Michigan, has been designated a key link in NBC's Midwest Television Network is no mere happenstance. This recognition of WWJ-TV leadership is the result of pioneering and showmanship that has characterized its operation since its first historic broadcast. Here, then, is another addition to the spectacular series of "firsts" that have been a WWJ tradition for 28 years. It is little wonder that WWJ constantly maintains first place in the ears and eyes of the loyal Detroit audience that comprises America's fourth market.

first in Michigan . . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

NBC TELEVISION NETWORK

ASSOCIATE AM-FM STATION WWJ

MICHIGAN RADIO MARKET DATA BY COUNTIES

(Continued from page 124)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Benzie	2,450	95.9	2,350	742	567	154	2,538	5,045
Berrien	30,870	97.6	30,140	15,531	25,966	13,370	41,631	98,093
Branch	8,720	97.2	81,480	2,625	4,283	1,923	11,257	18,498
Calhoun	33,020	98.3	32,450	18,405	30,248	16,290	51,798	107,062
Cass	7,850	96.6	7,580	2,073	2,850	1,392	7,446	15,134
Charlevoix	4,140	94.9	3,930	1,479	1,298	531	3,313	8,969
Cheboygan	4,150	93.2	3,870	1,081	1,277	484	3,384	9,529
Chippewa	8,200	95.8	7,860	3,628	4,651	2,242	9,683	21,861
Clare	2,830	95.4	2,700	813	928	448	3,019	7,847
Clinton	8,340	97.7	8,150	2,331	1,587	633	9,537	13,453
Crawford	1,200	95.8	1,150	250	335	111	906	2,654
Delta	11,130	95.8	10,660	3,138	4,930	2,217	15,599	25,224
Dickinson	9,610	96.9	9,310	2,423	5,608	2,324	9,112	18,498
Eaton	12,220	97.4	11,900	5,028	3,217	1,262	11,703	22,421
Emmet	4,830	94.4	4,560	1,936	2,170	924	8,712	16,255
Genesee	76,190	98.3	74,910	41,274	34,962	19,677	93,970	234,303
Gladwin	2,510	96.0	2,410	514	528	227	1,534	5,045
Gogebic	10,050	96.6	9,750	3,133	4,997	2,131	7,309	20,740
Grand Traverse	6,640	95.8	6,360	2,937	4,187	1,901	10,084	25,785
Gratiot	9,890	96.7	9,560	2,931	4,886	2,237	12,901	26,345
Hillsdale	9,960	96.9	9,650	4,665	3,350	1,603	11,391	19,058
Houghton	16,040	97.4	15,630	4,028	7,255	3,056	20,257	29,148
Huron	9,090	96.9	8,810	2,831	3,786	1,824	12,361	21,300
Ingham	46,610	98.6	45,960	29,099	35,651	19,677	77,403	173,205
Ionia	11,120	97.0	10,790	3,605	4,397	2,011	10,276	24,103
Iosco	2,940	96.2	2,830	892	745	320	2,166	7,847
Iron	6,850	95.8	6,560	1,544	2,336	1,100	5,183	12,332
Isabella	7,490	96.1	7,200	2,127	3,235	1,682	9,534	17,377
Jackson	30,720	98.2	30,170	17,850	24,908	14,385	46,026	110,986
Kalamazoo	33,700	98.5	33,190	19,649	31,414	17,528	55,293	118,213
Kalkaska	1,290	93.0	1,200	223	465	246	651	1,682
Kent	88,380	98.3	86,900	47,461	75,349	40,388	150,403	288,675
Keweenaw	1,440	95.1	1,370	(A-1)	294	108	431	1,121
Lake	1,470	90.5	1,330	207	126	36	1,373	2,242
Lapeer	8,830	97.7	8,630	3,639	2,309	931	10,168	18,498
Leelanau	2,170	94.0	2,040	700	378	123	1,052	2,803
Lenawee	17,620	97.9	17,250	8,007	11,860	5,455	32,412	48,206
Livingston	6,840	98.0	6,700	3,038	2,472	1,172	9,471	15,695
Luce	2,030	93.1	1,890	450	1,010	371	1,241	4,484
Mackinac	2,940	93.2	2,740	660	689	223	1,177	5,605
Macomb	36,040	98.8	35,600	14,203	10,300	5,340	35,625	105,380
Manistee	5,880	96.4	5,670	1,747	2,968	1,216	7,039	12,892
Marquette	15,320	96.7	14,820	5,320	9,676	3,717	21,414	33,632
Mason	6,030	96.3	5,810	2,622	2,403	1,003	7,380	14,574
Mecosta	4,960	94.9	4,710	1,624	1,781	776	5,248	10,650
Menominee	7,400	97.0	7,180	2,537	4,059	1,745	9,955	11,211
Midland	8,710	97.0	8,450	4,777	8,852	6,171	10,580	22,982
Missaukee	2,010	93.5	1,880	739	220	57	1,983	2,803
Monroe	18,520	97.8	18,120	6,328	9,767	6,015	21,997	45,403
Montcalm	8,960	96.5	8,650	3,291	3,607	1,908	8,872	19,619
Montmorency	1,030	92.2	950	132	139	45	----	2,803
Muskegon	31,880	98.2	31,310	14,747	33,842	22,348	60,565	112,667
Newaygo	4,930	95.3	4,700	1,941	2,314	1,102	7,292	11,771
Oakland	86,410	99.0	85,530	47,353	40,948	23,576	88,201	268,496
Oceana	4,590	95.4	4,380	1,612	1,110	468	4,001	8,968
Ogemaw	2,760	93.5	2,580	965	527	177	1,457	7,287
Ontonagon	3,190	95.9	3,060	309	1,532	653	2,275	6,166
Osceola	3,900	95.6	3,730	1,403	1,016	391	3,159	8,408
Oscoda	850	92.9	790	233	131	33	----	1,682
Otsego	1,510	93.4	1,410	329	412	158	1,733	4,484
Ottawa	19,640	98.7	19,380	10,310	12,543	6,511	30,202	49,327
Presque Isle	3,230	93.5	3,020	614	1,345	564	2,192	6,726
Roscommon	1,270	94.5	1,200	133	326	102	940	3,795
Saginaw	43,260	97.8	42,300	20,146	28,216	14,788	73,847	132,286
St. Clair	25,190	98.1	24,720	12,766	17,529	9,673	38,346	75,672
St. Joseph	11,650	97.3	11,330	3,198	7,266	3,605	15,407	28,587
Sanilac	9,190	97.0	8,910	2,539	1,213	431	9,961	19,058
Schoolcraft	3,100	94.8	2,940	870	1,831	717	2,610	6,166
Shiawassee	13,440	97.8	13,150	4,907	7,315	3,291	17,749	28,587
Tuscola	9,610	96.5	9,270	3,260	2,815	1,170	14,201	22,421
Van Buren	11,690	97.1	11,350	4,226	4,406	1,801	14,788	25,784
Washtenaw	27,740	98.7	27,390	17,004	32,292	17,592	60,538	103,138
Wayne	675,570	98.7	666,860	360,758	773,711	500,133	2,036,248	2,587,141
Wexford	5,530	96.2	5,320	1,956	3,544	1,552	5,399	16,256

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

NORTHEASTERN MICHIGAN'S NUMBER 1 STATION ON AMERICA'S NUMBER 1 NETWORK

WSAM
1400 KC

NBC AFFILIATE

WSAL
F.M. 98.1 MC

SERVING THE TRI-CITIES — SAGINAW-BAY CITY-MIDLAND

SAGINAW BROADCASTING CO.
Radio Bldg.
Saginaw, Michigan

-:-

Represented by
HEADLEY-REED CO.

XUM

YOU MIGHT HIT SAFELY IN 57 CONSECUTIVE GAMES*—

BUT . . . YOU NEED WKZO-WJEF TO REACH FIRST BASE IN WESTERN MICHIGAN!

No matter what anybody tells you, you can't knock your programs "over the fence" into Western Michigan, from the outside. The "fence," in Western Michigan, is actually *a wall of fading*. Both invisible and invincible, it keeps outside stations from being heard with any kind of dependability. And though opinions differ as to what *causes* this unusual condition, the result is apparent to everybody:—*our people listen to their own regional outlets rather than to weak and fading "outside" stations.* For proof, take a quick look at these Hooper Report figures (January-February, 1948). They show, for instance, that WKZO in Kalamazoo has exactly *four times as great* a Morning Share-of-Audience as the next station (65.6% vs. 16.4%)—that WJEF in Grand Rapids has 6.7% *more evening* listeners than the next station.

We'd be happy to send you *all* the facts . . . or ask Avery-Knodel, Inc.

Joe DiMaggio of the New York Yankees did in 1941.

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

See page 3 for key to map.

AM STATIONS

City		Frequency	Power	Network
Albert Lea	KATE	1450	250	ABC
Austin	*KAUS	1480	1,000	MBS
Bemidji	KBUN	1450	250	MBS
Brainerd	KLIZ	1400	250	MBS
Breckenridge	*KBMW	1450	250	
Crookston	*KROX	1050	1,000-D	
Duluth	KDAL	610	5,000	CBS
	WEBC	1320	5,000	NBC
	WREX	1080	10,000-LS 5,000-N	MBS
Ely	WXLT	1450	250	
Eveleth	WEVE	1340	250	
Faribault	KDHL	920	1,000	
Fergus Falls	KGDE	1230	250	MBS
Grand Rapids	KBZY	1490	250	
Hibbing	WMFG	1240	250	NBC
Mankato	KYSM	1230	250	NBC
Marshall	KMHL	1400	250	MBS
Minneapolis	*KEYD	1440	5,000-D	
Minneapolis (St. Paul)	KSTP	1500	50,000	NBC
Minneapolis	*KTIS	900	1,000-D	
Minneapolis (St. Paul)	**KUOM	770	5,000-D ST-WCAL	
Minneapolis	*KYDS	700	1,000-D	
Minneapolis (St. Paul)	WCCO	830	50,000	CBS
	WDGY	1130	5,000-LS 500-N L-Albuquerque	
	WLOL	1330	5,000	MBS
	WMIN	1400	250	
	WTCN	1280	5,000-LS 1,000-N	ABC
Moorhead	KVOX	1340	250	MBS
Northfield	**WCAL	770	5,000-D ST-KUOM	
Rochester	*KLER	970	500-D 1,000-N	
	KROC	1340	250	NBC
St. Cloud	KFAM	1450	250	NBC
Thief River Falls	KTRF	1230	250	KBS
Virginia	WHLB	1400	250	NBC
Wadena	*KWAD	920	1,000	
Willmar	KWLM	1340	250	ABC
Winona	KWNO	1230	250	ABC
Worthington	KWOA	730	1,000-D	

* Construction Permit.
** Non-Commercial Station.

Report to the Nation *from* ST. CLOUD *Minnesota*

1. St. Cloud is 35,000 population. Trading area approximately 300,000.
2. St. Cloud is the fourth largest market in Minnesota.
3. St. Cloud has shown the largest percentage of banking clearances in the Ninth Federal Reserve District.
4. St. Cloud is located in three counties, Stearns, Benton and Sherburne.
5. Stearns County is one of the highest dairy and butter producing counties in the U. S.

KFAM

KFAM is the NBC affiliate for Central Minnesota.

KFAM dominates the St. Cloud Market, (See latest Conlan Figures).

KFAM is associated with The St. Cloud Daily Times.

The Daily Times Station

KFAM-FM

KFAM-FM is operating on 10KW. It generates a power of 50KW covering eleven counties in Central Minnesota.
There are 20,000 FM sets in this area.
KFAM-FM is the only FM station in operation between the Twin Cities and Duluth, and the Twin Cities and Fargo.

KFAM & KFAM-FM
ST. CLOUD, MINN.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Duluth	WEBC-FM	92.3	222	62
Mankato	KYSM-FM	103.5	278	47
Minneapolis	KIMW	105.9	290	--
	WTCN-FM	97.1	246	400
	KBTR	98.5	253	2.1
	KUOM-FM	91.7	219	4.4
Redwing	KFMP	92.7	224	0.380
Rochester	KROC-FM	94.7	234	20
St. Cloud	KFAM-FM	104.7	284	50
St. Paul	WMIN-FM	99.5	258	90
	KSTP-FM	102.1	271	57
Winona	KWNO-FM	97.5	248	55

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Minneapolis (see also St. Paul)			
2, 4, 5, 7, 9			
A	Beck Studios		7
A	Independent Merchants Bcstg. Co.		7
CP	Minnesota Bcstg. Corp.	(WTCN-TV)	4
CP	Northwest Bcstg. Co.	(KTRV)	9
St. Paul (see also Minneapolis)			
O	KSTP Inc.	(KSTP-TV)	5
A	WMIN Bcstg. Co.		2

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

MINNESOTA RADIO MARKET DATA BY COUNTIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Albert Lea	Freeborn	3 710	98.1	3 640	Con
Austin	Mower	5 360	98.7	5 290	Con
Bemidji	Beltrami	2 850	95.1	2 710	Con
Brainerd	Crow Wing	3 590	96.9	3 480	Con
Duluth	St. Louis	30 590	98.3	30 070	Con - Hooper
Eveleth	St. Louis	2 060	97.1	2 000	
Faribault	Rice	3 380	97.3	3 290	
Fergus Falls	Otter Tail	2 700	97.4	2 630	Con
Hibbing	St. Louis	4 660	98.3	4 580	Con
Mankato	Blue Earth	4 740	97.5	4 620	Con
Marshall	Lyon	1 350	97.8	1 320	Con
Minneapolis	Hennepin	156 880	98.7	154 840	Con - Hooper
Moorhead	Clay	2 760	98.2	2 710	
Rochester	Olmsted	6 920	98.7	6 830	Con
St. Cloud	Stearns	5 920	98.0	5 800	Con
St. Paul	Ramsey	88 500	98.7	87 350	Con - Hooper
South St. Paul	Dakota	3 360	98.8	3 320	
Thief River Falls	Pennington	1 730	96.0	1 660	Con
Virginia	St. Louis	3 790	98.7	3 740	Con
Willmar	Kandiyohi	2 310	97.8	2 260	Con
Winona	Winona	6 890	96.7	6 660	Con

MARKET INDICATORS FOR MINNESOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,888,000	'47	2,792,300	'40
BMB Families	799,300	'48	723,500	'46
Per Cent Radio	97.6	'48	95.2	'46
Radio Families	780,200	'48	689,000	'46
Number of Business Concerns (1)	48,464	'46	50,286	'39
Domestic Urban Electric Consumers	621,000	'46	466,000	'39
Private & Commercial Passenger Auto Registrations	674,514	'46	720,912	'39
Business Telephones	183,300	'46	120,300	'39
Residential Telephones	558,400	'46	257,200	'39
Nonagricultural Employment (2)	650,000	'46	522,000	'39
Total Income Payments to Individuals	$3,450,000,000	'47	1,378,000,000	'39
Per Capita Income Payments	$ 1,195	'47	497	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 97,138,000	'46	22,243,000	'41
Bank Deposits	$2,825,000,000	'46	1,023,000,000	'39
Drug Store Sales	$ 79,063,000	'46	32,994,000	'39
Gross Postal Receipts (4)	$ 24,914,000	'46	17,380,000	'39
Total Private Construction	$ 168,600,000	'46	69,700,000	'39
Private Residential Building	$ 83,200,000	'46	38,700,000	'39
Private Nonresidential Building	$ 52,600,000	'46	12,000,000	'39
Farm Construction	$ 14,500,000	'46	9,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

Keep your eye on WDGY!

Autumn, 1948, finds this long-established Twin City station definitely going places.

Construction is progressing on our new, 9-tower, 50,000-watt transmitter . . . the only one of its kind anywhere.

Not a bad idea to tie up *early* with a station that's energetically on its way to bigger things!

WDGY Minneapolis—St. Paul

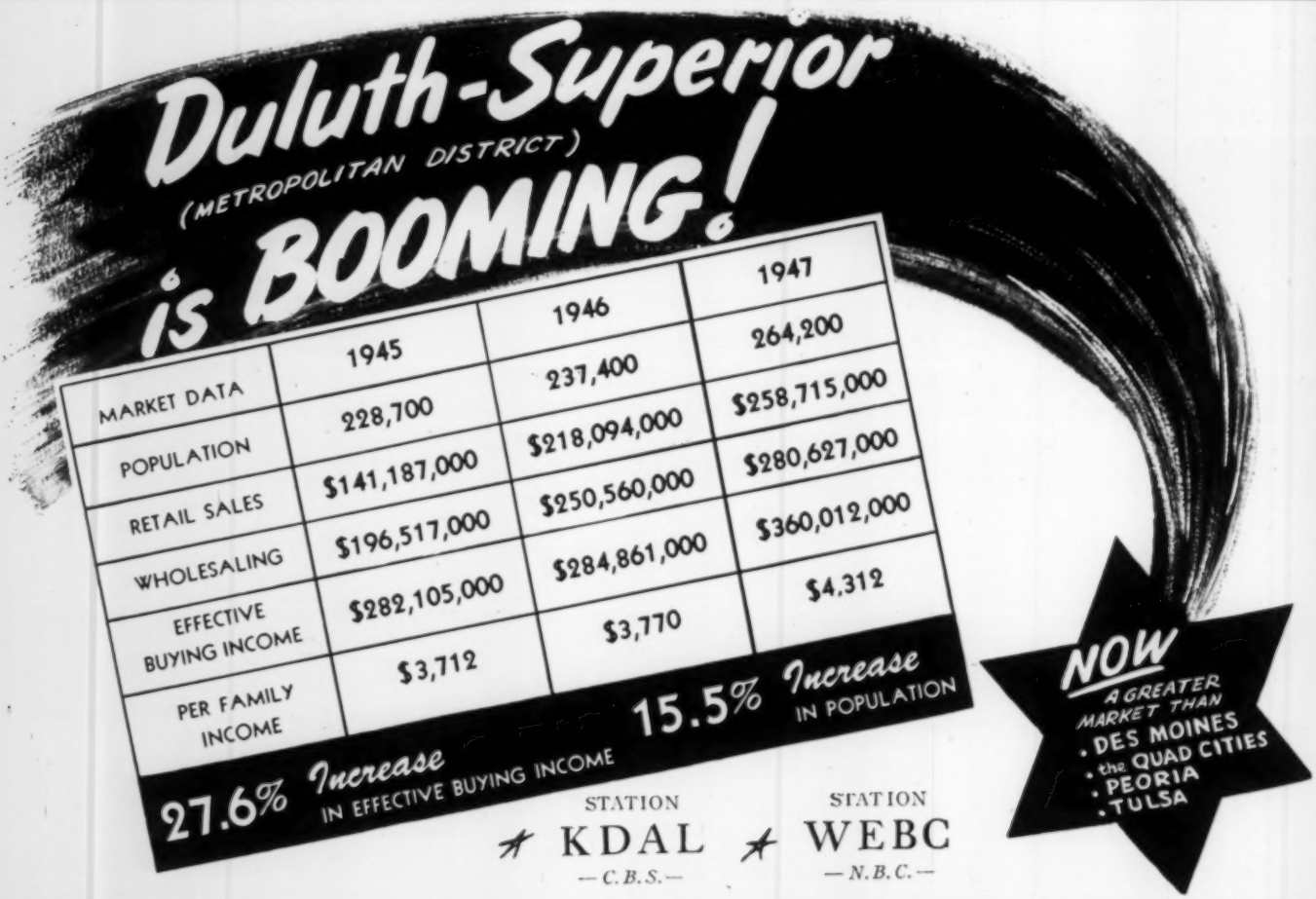
Represented Nationally by AVERY-KNODEL CO.

MINNESOTA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Aitken	3,930	95.7	3,760	1,749	742	225	4,186	8,568
Anoka	5,920	97.6	5,780	1,799	1,026	616	4,304	11,273
Becker	6,570	96.7	6,350	2,383	1,442	477	6,042	14,212
Beltrami	6,680	94.3	6,300	3,009	2,117	739	5,381	19,908
Benton	4,060	96.1	3,900	698	1,088	473	3,869	9,943
Big Stone	2,860	98.3	2,810	1,235	698	222	3,466	9,798
Blue Earth	10,740	97.7	10,490	7,307	5,984	2,620	19,713	42,786
Brown	7,340	97.5	7,160	4,839	3,019	1,166	12,890	23,534
Carlton	6,260	97.0	6,070	2,738	4,356	1,940	6,828	16,839
Carver	4,940	97.8	4,830	2,427	2,127	1,179	9,453	12,161
Cass	5,060	94.9	4,800	1,497	1,187	292	3,239	9,141
Chippewa	4,780	97.9	4,680	2,457	1,462	503	6,915	16,247
Chisago	3,860	96.9	3,740	2,254	830	300	5,186	7,927
Clay	6,990	97.9	6,840	3,047	2,297	858	8,367	20,876
Clearwater	2,680	95.1	2,550	890	532	147	3,149	5,186
Cook	900	94.4	850	329	361	142	540	2,232
Cottonwood	4,770	98.1	4,680	2,230	953	289	7,200	12,522
Crow Wing	8,190	96.7	7,920	3,937	3,186	1,247	10,577	26,225
Dakota	10,480	98.4	10,310	2,237	9,899	5,590	20,784	28,950
Dodge	3,740	97.6	3,650	1,636	577	163	4,291	7,287
Douglas	5,730	96.7	5,540	2,906	1,570	544	7,311	16,050
Faribault	6,950	98.1	6,820	4,634	1,829	621	13,405	20,777
Fillmore	7,680	97.0	7,450	5,002	1,481	450	12,258	16,247
Freeborn	9,390	97.9	9,190	4,339	5,542	2,704	12,168	28,524
Goodhue	9,210	97.7	9,000	6,108	4,430	1,988	15,782	27,851
Grant	2,790	97.8	2,730	1,363	482	156	4,012	7,401
Hennepin	177,420	98.7	175,200	130,428	197,112	105,484	587,165	790,445
Houston	4,250	96.9	4,120	2,667	856	325	7,384	8,730
Hubbard	2,790	93.9	2,620	1,072	698	179	1,797	6,302
Isanti	2,860	96.5	2,760	1,990	850	341	4,199	7,106
Itasca	8,920	96.3	8,590	3,503	3,952	1,650	8,826	22,419
Jackson	4,830	97.9	4,730	2,291	990	323	6,815	10,963
Kanabec	2,640	95.8	2,530	976	676	236	2,028	5,318
Kandiyohi	7,030	97.9	6,880	3,565	1,888	680	9,158	21,893
Kittson	2,800	96.4	2,700	1,121	424	141	2,732	7,960
Koochiching	4,380	92.5	4,050	1,551	3,465	1,678	4,013	13,726
Lac qui Parle	4,320	98.6	4,260	1,714	701	210	4,646	9,532
Lake	2,290	91.7	2,100	1,326	454	158	2,865	5,875
Lake of the Woods	1,340	95.5	1,280	485	305	84	1,547	2,358
Le Sueur	5,700	97.5	5,560	2,214	1,717	799	6,958	12,441
Lincoln	3,150	75.2	2,370	1,382	444	126	2,784	5,875
Lyon	6,140	94.1	5,780	3,361	2,114	714	10,562	22,037
McLeod	6,340	94.8	6,010	3,328	1,689	622	8,198	17,971
Mahnomen	1,930	94.8	1,830	278	226	63	1,139	3,495
Marshall	4,550	97.1	4,420	2,110	496	166	5,710	9,092
Martin	7,140	98.2	7,010	4,977	2,562	1,056	13,014	22,976
Meeker	5,310	97.2	5,160	2,068	1,501	605	7,030	13,178

(Continued on page 132)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



GATEWAY TO THE MINNEAPOLIS-ST. PAUL MARKET

Selecting the *right* radio station in this market is important. You want to reach the rich Twin City retail market most effectively, and KSTP is the gateway to faster results. Programming and promotion—plus NBC—plus greater facilities—plus 50,000 powerful watts all combine to do the job you want done in a big time manner. Your message on KSTP will have greater impact—for KSTP is a great advertising influence...for twenty years—The Northwest's Leading Radio Station. And if television is your medium, KSTP-TV has the audience exclusively.

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KSTP
MINNEAPOLIS ... ST. PAUL

MINNESOTA RADIO MARKET DATA BY COUNTIES

(Continued from page 130

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Mille Lacs	4,560	95.8	4,370	2,673	1,499	429	3,742	11,2
Morrison	6,980	95.8	6,690	2,529	1,369	467	7,161	15,0
Mower	10,290	98.3	10,110	6,215	7,327	4,129	13,714	34,6
Murray	4,060	98.3	3,990	1,507	750	225	4,569	8,7
Nicollet	4,410	98.2	4,330	1,525	822	256	5,356	9,2
Nobles	6,210	98.6	6,120	3,389	1,909	723	9,856	20,6
Norman	3,780	97.1	3,670	1,942	528	160	5,258	8,7
Olmsted	11,340	98.0	11,110	7,086	8,886	4,225	19,564	47,8
Otter Tail	13,880	96.6	13,410	6,586	3,477	1,273	15,069	30,4
Pennington	3,410	95.9	3,270	1,867	1,409	573	4,075	12,4
Pine	5,720	95.8	5,480	1,883	938	315	5,194	11,0
Pipestone	4,000	98.3	3,930	2,404	1,288	450	6,932	14,3
Polk	9,540	97.1	9,260	4,747	3,235	1,217	13,674	27,3
Pope	----	----	----	2,148	----	----	3,232	7,5
Ramsey	3,750	97.6	3,660	73,427	99,485	51,225	243,965	476,1
Red Lake	95,190	98.7	94,000	682	663	187	19,000	4,1
Redwood	1,720	96.5	1,660	2,579	341	122	8,594	17,4
Renville	6,280	98.1	6,160	3,108	1,579	528	9,327	17,7
Rice	6,970	98.3	6,850	4,559	1,319	471	11,569	24,4
Rock	3,290	97.9	3,220	1,395	793	288	5,346	8,5
Roseau	3,860	95.6	3,690	1,546	811	313	4,115	7,9
St. Louis	60,450	97.8	59,130	33,643	35,776	17,582	121,091	212,7
Scott	4,270	97.0	4,140	1,526	5,618	2,318	5,593	10,7
Sherburne	2,520	96.0	2,420	818	393	133	2,783	5,5
Sibley	4,690	97.7	4,580	1,481	862	285	5,227	9,7
Stearns	16,470	97.1	16,000	8,565	6,816	2,694	23,113	48,7
Steele	5,900	97.6	5,760	3,134	2,690	1,175	12,491	18,4
Stevens	2,980	97.0	2,890	1,572	765	242	4,567	9,1
Swift	4,260	97.7	4,160	2,196	990	327	6,872	11,7
Todd	7,320	96.4	7,060	3,167	1,936	732	7,760	13,5
Traverse	2,380	98.7	2,350	973	503	154	3,072	5,9
Wabasha	5,260	97.1	5,110	3,370	1,248	476	6,583	12,1
Wadena	3,380	95.6	3,230	1,606	1,212	451	5,283	10,2
Waseca	4,400	97.3	4,280	2,306	1,530	563	7,571	11,3
Washington	7,670	98.0	7,520	4,444	3,021	1,285	11,155	19,6
Watonwan	4,110	98.5	4,050	2,227	1,443	424	6,814	11,9
Wilkin	2,740	97.8	2,680	1,035	568	166	3,254	6,6
Winona	11,210	96.9	10,860	5,499	7,330	3,354	24,945	35,6
Wright	7,940	96.6	7,670	3,684	1,560	509	8,941	17,1
Yellow-Medicine	4,940	98.6	4,870	2,223	918	271	4,715	11,8

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

Housewives
Businessmen
Tourists

Farmers
Teen Agers
Sportsmen

EVERYBODY

Listens To

KWAD

920 KC *in* 1000 Watts

WADENA, MINNESOTA

Population - - 368,188

Retail Sales - - - - - $136,482,000

Tourist Expenditure - - $ 50,000,000

Representatives

Regional

Bulmer & Johnson
Savings & Loan Bldg.
Minneapolis, Minn.
Phone—Lincoln 7017

National

McGeehan & O'Mara
Chicago, N. Y., Boston
San Francisco
Atlanta, Detroit

JUST A

TEAKETTLE *

IN

MINNESOTA

SPOUTING

PLENTY PROMOTION

STEAM

IN A

TRIPLE RICH MARKET

- *Rural*
- *Metropolitan*
- *International*

250 Watts

KROC

NBC Affiliate

ROCHESTER, MINNESOTA

(Your Key to better listening)

See page 3 for key to map.

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Jackson 2, 4, 5, 7			
A	Mid-South Tele. Bcstg. Co.		7

Available channels follow name of city; CP indicates construction permit; 0 special temporary authority; A means applicant; H indicates hearing.

MARKET INDICATORS FOR MISSISSIPPI

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,096,000	'47	2,183,796	'40
BMB Families	533,600	'48	541,000	'46
Per Cent Radio	79.9	'48	66.2	'46
Radio Families	426,300	'48	358,000	'46
Number of Business Concerns (1)	21,401	'46	19,139	'39
Domestic Urban Electric Consumers	220,000	'46	107,000	'39
Private & Commercial Passenger Auto Registrations	218,723	'46	185,475	'39
Business Telephones	52,300	'46	31,100	'39
Residential Telephones	95,600	'46	45,600	'39
Nonagricultural Employment (2)	239,000	'46	205,000	'39
Total Income Payments to Individuals	$1,382,000,000	'47	436,000,000	'39
Per Capita Income Payments	$ 659	'47	201	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 27,653,000	'46	7,090,000	'41
Bank Deposits	$ 753,000,000	'46	211,000,000	'39
Drug Store Sales	$ 28,095,000	'46	11,463,000	'39
Gross Postal Receipts (4)	$ 6,672,000	'46	3,684,000	'39
Total Private Construction	$ 46,400,000	'46	19,300,000	'39
Private Residential Building	$ 16,600,000	'46	9,500,000	'39
Private Nonresidential Building	$ 14,700,000	'46	2,300,000	'39
Farm Construction	$ 5,000,000	'46	4,400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

MISSISSIPPI

AM STATIONS

City		Frequency	Power	Network
Biloxi	WLOX	1490	250	MBS
	*WVMI	570	1,000-D	
Brookhaven	WJMB	1340	250	
Clarksdale	WROX	1450	250	MBS-KBS
Columbia	WCJU	1450	250	MBS-KBS
Columbus	WCBI	1340	250	MBS-KBS
Corinth	WCMA	1230	250	MBS
Greenville	WJPR	1340	250	MBS-KBS
Greenwood	WGRM	1240	250	NBC-KBS
Gulfport	WGCM	1240	250	ABC-KBS
Hattiesburg	WFOR	1400	250	NBC-KBS
	*WHSY	1220	250-D	
Jackson	WJDX	1300	5,000-LS 1,000-N	NBC
	WJQS	1400	250	CBS
	WJXN	1450	250	
	WRBC	620	5,000-LS 1,000-N	MBS
	WSLI	930	5,000	ABC
Kosciusko	WKOZ	1340	250	KBS
Laurel	WAML	1340	250	NBC-KBS
	WLAU	1490	250	MBS
Macon	WMBC	1400	250	
McComb	WAPF	1010	250-D	KBS
	WSKB	1230	250	
	CP-	1250	CP-1,000-LS 500-N	
Meridian	WCOC	910	5,000-LS 1,000-N	CBS
	WMOX	1240	250	MBS-KBS
	WTOK	1450	250	ABC
Natchez	WMIS	1240	250	NBC-KBS
Philadelphia	*WHOC	1490	250	KBS
Starkville	*WACR	1050	250-D	
	*WSSO	1230	250	
Tupelo	WELO	1490	250	MBS-KBS
Vicksburg	WQBC	1420	1,000-LS 500-N	MBS-KBS
	WVIM	1490	250	
West Point	WROB	1450	250	MBS-KBS
Yazoo City	WAZF	1230	250	KBS

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Biloxi	WLOX-FM	99.3	257	1
Clarksdale	WROX-FM	99.1	256	6.7
Corinth	WCMA-FM	101.5	268	3.9
Greenville	WJPR-FM	101.9	270	19
Gulfport	WGCM-FM	101.5	268	3
Jackson	WJDX-FM	102.9	275	100
Meridian	WMOX-FM	98.5	253	---

MISSISSIPPI RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Biloxi	Harrison	5 470	84.1	4 600	Con
Clarksdale	Coahoma	4 450	76.4	3 400	Con
Columbia	Marion	2 030	76.3	1 550	
Columbus	Lowndes	4 830	77.6	3 750	Con
Corinth	Alcorn	2 840	84.1	2 390	Con
Greenville	Washington	7 780	75.8	5 900	Con
Greenwood	Leflore	5 180	80.5	4 170	Con
Gulfport	Harrison	4 840	85.5	4 140	Con
Hattiesburg	Forrest	7 150	79.0	5 650	Con
Jackson	Hinds	20 390	86.2	17 580	Con
Laurel	Jones	6 570	79.9	5 250	Con
Macon	Noxubee	170	82.4	140	
McComb	Pike	3 460	86.1	2 980	Con
Meridian	Lauderdale	11 980	78.5	9 410	Con
Natchez	Adams	5 760	74.8	4 310	Con
Tupelo	Lee	2 900	83.1	2 410	
Vicksburg	Warren	9 140	78.5	7 180	Con
West Point	Clay	2 070	76.3	1 580	
Yazoo City	Yazoo	2 560	67.6	1 730	

W J D X

"The Voice of Mississippi"

19

YEARS of broadcasting leadership in Mississippi.

YEARS the station listened to most by most Mississippians.

YEARS dominating the wholesale and retail trade area of Jackson.

YEARS the first choice in Mississippi for local and national advertisers.

YEARS of progressive programming in the public interest.

YEARS of affiliation with the National Broadcasting Company.

NBC AFFILIATE IN JACKSON, MISSISSIPPI

Member Rebel Network
WJDX, WAML, WFOR, WTOK, WJPR, WGCM

Member Southcentral Quality Network
WJDX, WMC, KARK, KWKH, WSMB

National Representatives: Geo. P. Hollingbery Co.

MISSISSIPPI RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	8,660	75.0	6,500	1,363	6,608	2,580	7,117	19,964
Alcorn	7,410	85.1	6,310	1,223	2,847	943	4,273	15,713
Amite	4,100	79.7	3,270	192	897	224	1,980	3,913
Attala	6,490	78.0	5,190	670	2,184	676	4,808	11,569
Benton	2,070	79.2	1,640	----	157	30	528	1,174
Bolivar	15,730	77.8	12,240	1,352	2,374	738	8,778	23,942
Calhoun	4,810	84.2	4,050	144	869	254	3,004	4,978
Carroll	3,550	79.4	2,820	155	239	54	1,247	3,467
Chickasaw	5,030	81.9	4,120	489	644	158	3,143	5,814
Choctaw	2,590	81.1	2,100	115	574	126	1,357	2,927
Claiborne	2,850	73.7	2,100	219	1,114	298	2,559	4,939
Clarke	4,800	81.4	3,910	265	1,848	485	2,054	5,741
Clay	4,500	76.7	3,450	616	1,336	441	3,599	7,829
Coahoma	12,280	75.8	9,310	1,626	3,053	1,110	13,649	26,414
Copiah	8,200	78.8	6,460	872	2,444	615	6,762	13,371
Covington	3,420	82.2	2,810	359	463	116	1,837	4,996
De Soto	6,190	75.8	4,690	360	359	120	2,718	6,748
Forrest	10,910	80.6	8,800	2,898	9,137	3,407	17,815	33,076
Franklin	2,980	83.4	2,420	29	783	193	1,166	3,095
George	2,870	81.2	2,330	135	378	122	1,942	3,579
Greene	2,310	79.6	1,840	12	463	126	699	2,592
Grenada	4,320	78.5	3,390	561	2,234	773	5,114	9,023
Hancock	4,070	81.8	3,330	543	695	182	2,825	4,548
Harrison	16,490	84.1	13,870	3,901	11,639	3,529	19,796	49,413
Hinds	30,340	84.0	25,490	11,113	28,182	11,126	50,119	116,069
Holmes	9,190	75.4	6,930	893	1,408	404	6,815	14,595
Humphreys	5,890	75.0	4,420	309	649	207	3,030	8,705
Issaquena	1,330	74.4	990	(A-1)	34	10	----	1,026
Itawamba	3,460	80.3	2,780	113	588	136	1,294	2,592
Jackson	6,770	86.3	5,840	1,518	11,058	5,899	10,284	10,756
Jasper	4,200	79.0	3,320	78	590	130	2,426	4,939
Jefferson	2,980	75.5	2,250	119	527	114	802	3,952
Jefferson Davis	3,300	77.9	2,570	275	294	80	1,972	4,399
Jones	13,600	81.5	11,090	2,111	9,424	3,584	16,963	30,958
Kemper	3,960	77.8	3,080	49	491	94	1,259	4,026
Lafayette	5,100	80.6	4,110	628	588	168	3,386	8,373
Lamar	3,100	81.9	2,540	134	546	147	1,387	2,592
Lauderdale	16,530	78.7	13,010	4,792	11,550	3,976	21,454	46,992
Lawrence	3,080	78.9	2,430	140	488	148	1,386	4,026
Leake	5,950	79.5	4,730	178	635	131	2,322	7,829
Lee	9,490	83.0	7,880	1,789	4,023	1,314	9,765	21,437
Leflore	13,110	78.4	10,281	1,864	4,203	1,643	14,804	33,480
Lincoln	6,180	80.1	4,950	728	2,054	656	6,377	13,179
Lowndes	9,680	85.0	8,230	1,516	4,763	1,460	12,207	20,338
Madison	8,040	76.5	6,150	755	2,154	660	4,725	11,707
Marion	5,750	77.7	4,470	455	2,576	755	5,784	11,428
Marshall	5,810	75.0	4,360	419	453	112	4,820	6,618
Monroe	8,710	79.9	6,960	1,170	2,668	735	7,974	16,106
Montgomery	3,830	80.4	3,080	487	1,372	312	3,353	5,983
Neshoba	5,600	79.1	4,430	333	1,444	412	6,052	9,060
Newton	5,660	81.3	4,600	408	1,607	407	3,592	8,071
Noxubee	5,540	81.3	4,150	286	902	245	3,775	7,642
Oktibbeha	5,040	78.4	3,950	705	1,342	403	4,823	8,855
Panola	8,220	80.4	6,610	712	1,662	455	4,960	14,205
Pearl River	5,760	83.0	4,780	437	3,246	1,239	3,408	10,326
Perry	2,450	80.8	1,980	54	443	125	873	2,255
Pike	9,140	83.6	7,640	1,865	3,735	1,125	8,057	21,213
Pontotoc	4,990	83.2	4,150	235	434	129	3,677	5,611
Prentiss	4,870	83.4	4,060	554	994	231	3,582	6,711
Quitman	5,950	81.3	4,840	221	426	123	3,118	7,942
Rankin	5,540	81.6	4,520	275	637	188	2,584	5,741
Scott	5,600	82.7	4,630	419	1,284	320	4,995	10,476
Sharkey	2,840	80.3	2,280	192	314	108	1,642	6,766
Simpson	5,070	82.4	4,180	263	782	188	2,552	6,133
Smith	3,760	81.6	3,070	77	311	79	1,597	3,375
Stone	1,970	83.2	1,640	163	410	111	1,108	2,964
Sunflower	13,590	78.3	10,640	909	1,628	499	8,957	19,666
Tallahatchie	7,220	79.6	5,750	389	646	170	3,653	8,855
Tate	4,650	79.3	3,690	367	373	105	3,205	5,779
Tippah	4,570	83.6	3,820	280	564	120	3,319	5,182
Tishomingo	3,660	83.9	3,070	405	269	58	2,490	3,243
Tunica	5,920	75.9	4,490	215	466	160	2,249	8,501
Union	5,840	82.7	4,830	491	1,369	386	4,495	7,122
Walthall	3,380	79.3	2,680	181	417	99	2,646	6,618
Warren	13,040	78.7	10,270	2,673	6,166	2,333	14,228	29,266
Washington	18,950	75.7	14,340	2,824	6,433	2,335	17,111	43,261
Wayne	3,950	79.0	3,120	162	683	155	1,586	4,698
Webster	3,080	83.1	2,560	137	409	101	2,582	5,722
Wilkinson	4,840	80.4	2,880	351	1,428	449	2,370	6,861
Winston	4,840	78.5	3,800	432	1,404	422	2,859	7,307
Yalobusha	4,360	77.1	3,360	511	468	129	3,367	6,748
Yazoo	8,960	73.7	6,600	822	2,180	728	10,341	16,013

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

MARKET INDICATORS FOR MISSOURI

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	3,903,000	'47	3,784,664	'40
BMB Families	1,137,400	'48	1,089,400	'46
Per Cent Radio	94.3	'48	89.0	'46
Radio Families	1,072,800	'48	969,100	'46
Number of Business Concerns (1)	66,808	'46	66,264	'39
Domestic Urban Electric Consumers	773,000	'46	632,000	'39
Private & Commercial Passenger Auto Registrations	776,808	'46	734,894	'39
Business Telephones	265,900	'46	180,400	'39
Residential Telephones	642,100	'46	317,400	'39
Nonagricultural Employment (2)	910,000	'46	777,000	'39
Total Income Payments to Individuals	$4,671,000,000	'47	1,832,000,000	'39
Per Capita Income Payments	$ 1,197	'47	486	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 125,688,000	'46	39,011,000	'41
Bank Deposits	$3,986,000,000	'46	1,617,000,000	'39
Drug Store Sales	$ 124,241,000	'46	55,246,000	'39
Gross Postal Receipts (4)	$ 36,898,000	'46	25,397,000	'39
Total Private Construction	$ 159,800,000	'46	71,400,000	'39
Private Residential Building	$ 47,300,000	'46	37,000,000	'39
Private Nonresidential Building	$ 77,700,000	'46	15,700,000	'39
Farm Construction	$ 11,900,000	'46	7,100,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

MISSOURI

AM STATIONS

City		Frequency	Power	Network
Cape Girardeau	KFVS	1400	250	MBS
	CP-960		CP-1,000-LS 500-N	
Carthage	KDMO	1490	250	KBS
Clayton (St. Louis)	**KFUO	850	5,000 SH	
Clayton (St. Louis)	KXLW	1320	1,000-D	
Columbia	KFRU	1400	250	ABC
Farmington	*KREI	1350	1,000-D	KBS
Flat River	KFMO	1240	250	
Hannibal	KHMO	1070	5,000-LS 1,000-N	MBS
Independence	KIMO	1510	1,000-D	
Jefferson City	KWOS	1240	250	MBS-KBS
Joplin	*KFSB	1310	5,000-LS 1,000-N	
	KSWM	1230	250	CBS
	WMBH	1450	250	MBS
Kansas City	KCKN	1340	250	MBS
	KCMO	810	50,000-LS 10,000-N	ABC
	KFRM	550	5,000-D	
	KMBC	980	5,000	CBS
	WDAF	610	5,000	NBC
	WHB	710	10,000-LS 5,000-N	MBS
Kennett	KBOA	830	1,000-D	
Kirksville	KIRX	1450	250	
Lebanon	*KLWT	1230	250	
Mexico	*KXEO	1340	250	MBS
Poplar Bluff	KWOC	1340	250	MBS-KBS
Rolla	KTTR	1490	250	KBS
St. Genevieve	KSGM	1450	250	
St. Joseph	KFEQ	680	5,000	MBS
	KRES	1230	250	
St. Louis	*KSTL	690	1,000-D	
	KMOX	1120	50,000	CBS
	KSD	550	5,000-LS 1,000-N CP-5,000-N	NBC
	KWK	1380	5,000-LS 1,000-N	MBS
	KXOK	630	5,000	ABC
	WEW	770	1,000-D	
	WIL	1230	250	
Sedalia	KDRO	1490	250	MBS-KBS
Sikeston	*KSIM	1400	250	
Springfield	KGBX	1260	5,000	NBC
	KTTS	1400	250	CBS-MBS
	KWTO	560	5,000-LS 1,000-N	ABC
Warrenton	*	730	250-D	
West Plains	KWPM	1450	250	KBS

* Construction Permit.
** Non-Commercial Station.

KXOK's

Keys to extra sales

ring up a plus for advertisers

KXOK continues to be the only St. Louis network station to show an audience increase in Hooper total rated time periods . . . with an audience gain of 5.5% in the December '47 thru April '48 period over the same report of the previous year. Audience gains continued through May-June and June-July 1948 index periods, the latter gain reaching a "high" in total rated time periods of 22%!

Extra "reach" gets extra results! A survey* of the 30 counties surrounding St. Louis . . . where a million spenders live . . . shows that KXOK alone delivers 22.1% of the audience . . . morning, afternoon and night! PLUS THIS: BMB shows that KXOK reaches a buying audience in 115 counties daytime and 98 counties nighttime with a population of nearly 4 million! Compare the rates . . . compare the "reach" . . . compare the Hooper trend . . . KXOK rings the register, with plus sales!

A comprehensive coincidental survey of over 109,000 calls made by Edw. G. Doody & Co.

ST. LOUIS 1, MO. CHestnut 3700 **KXOK** 630 KC, 5000 WATTS, FULL TIME

Owned and Operated by the St. Louis Star-Times • Represented by John Blair & Co.

See page 3 for key to map.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Cape Girardeau	KFVS-FM	95.7	239	20
Clayton	KFUO-FM	104.1	281	58
	KXLW-FM	101.1	266	11
Independence	KIMO-FM	104.3	282	9.1
Jefferson City	KWOS-FM	98.5	253	9.7
Joplin	WMBH-FM	96.1	241	140
Kansas City	KCFM	94.9	235	54
	KOZY	98.1	251	9.7
	KMBC-FM	100.5	263	470
	WHB-FM	102.1	271	46
Kennett	KBOA	98.9	255	6.9
Poplar Bluff	KWOC-FM	94.5	233	9.6
St. Joseph	KFEQ-FM	92.3	222	63
St. Louis	KSLH	91.5	218	12.5
	KXOK-FM	93.7	229	16
	WEW-FM	95.1	236	68
	KSD-FM	96.1	241	34
	WIL-FM	97.3	247	32.3
	KWGD	98.1	251	218
	KWK-FM	99.1	256	360
	KUBR	106.7	294	40
	KBGS-FM	107.5	298	--
Sedalia	KDRO-FM	99.7	259	13.2
Springfield	KTTS-FM	94.7	234	11
Ste. Genevieve	KSGM-FM	105.7	289	--

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Clayton (see also St. Louis)			
A	Evan. Lutheran Synod		2
Kansas City (see also Kansas City, Kans.) 2, 4, 5, 9			
CP	Kansas City Star	(WDAF-TV)	4
A-H	KCKN Bcstg. Co.		2
A-H	KCMO Bcstg. Co.		5
A-H	New England Tele. Co.		5
A	20th Century-Fox		9
A-H	WHB Bcstg. Co.		5
A-H	Midland Bcstg. Co.		9
St. Joseph 12, 13			
A-H	KFEQ Inc.		13
A-H	Midland Bcstg. Co.		13
St. Louis 4, 5, 7, 9, 13			
A-H	Globe Democrat Pub. Co.		13
A-H	New England Tele. Co.		4
A-H	Thos. Patrick Inc.		9
O	Pulitzer Pub. Co.	KSD-TV	5
A-H	St. Louis U.		7
A-H	Star-Times Pub. Co.		4
A	20th Century-Fox		9

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

Sell the golden
KANSAS CITY MARKETLAND... with WHB
WHB
★KANSAS CITY★
● Primary Coverage . . . to the .5 Millivolt Contour
ISSUED SEPTEMBER 1, 1948 • ALL STATISTICS BASED ON 1940 CENSUS
Population 3,287,737
Total Families 1,023,550
Radio Families 984,780
Home Phones 578,380
Farm Population 1,008,228
Average Income $3,994
Registered Autos 784,580
Food Stores 11,943
General Stores 781
General Mdse. Stores . . . 1,281
Apparel Stores 2,348
Furniture Stores 1,436
Auto Retail Stores 2,282
Filling Stations 9,283
Lumber, Building & Hardware Stores 3,826
Eating and Drinking Places 7,939
Drug Stores 1,951
Other Stores 5,488
Retail Sales $2,983,895
NOTE regarding BMB
(September 1, 1948)
MAPS published by Broadcast Measurement Bureau DO NOT SHOW THE PRESENT WHB. They were made when WHB operated daytime only on 880 kilocycles with 1,000 watts power. The new WHB operates on 710 kilocycles with 10,000 watts power daytime and 5,000 watts at night.
PLEASE DO NOT USE BMB MAPS WHEN EVALUATING WHB COVERAGE. WHB is a BMB subscriber and new BMB maps including the new WHB will be available in 1949.
Reach 3 Million People with WHB in Kansas City

MISSOURI RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adair	6,540	93.7	6,130	2,310	2,339	805	6,611	15,340
Andrew	4,030	95.5	3,850	2,064	415	117	3,140	4,502
Atchison	3,710	96.0	3,560	2,272	1,108(1)	318(1)	5,992	7,652
Andrain	7,240	94.1	6,810	3,496	5,079	2,191	8,155	15,618
Barry	6,660	92.5	6,160	1,704	1,225	351	6,836	9,430
Barton	4,600	92.2	4,240	1,374	822	280	4,710	5,984
Bates	6,240	92.1	5,750	2,886	1,051	376	4,788	9,078
Benton	3 130	90.4	2,830	1,356	331	77	3,001	4,354
Bollinger	830	85.5	2,420	250	221	35	1,416	2,427
Boone	10,860	89.3	9,700	5,886	5,275	1,883	13,171	33,930
Buchanan	29,200	94.9	27,720	14,959	22,450	9,966	55,087	94,938
Butler	8,720	86.1	7,510	1,734	2,912	909	7,452	16,692
Caldwell	3,970	94.0	3,730	2,108	466	125	3,371	6,244
Callaway	5,700	91.4	5,210	2,506	2,107	719	4,622	10,356
Camden	2,370	90.3	2,140	268	399(2)	100(2)	2,024	2,298
Cape Girardeau	10,740	93.9	10,080	5,725	7,619	2,718	14,987	31,972
Carroll	5,380	94.1	5,060	3,133	891	239	7,016	9,040
Carter	1,470	86.4	1,270	148	731(3)	160(3)	593	1,686
Cass	6,640	92.9	6,170	3,697	1,325	395	7,565	10,727
Cedar	3,710	90.0	3,340	1,363	694(4)	137(4)	2,788	3,927
Chariton	5,270	93.9	4,950	2,929	749	235	5,286	7,377
Christian	3,980	91.7	3,650	1,410	999(5)	246(5)	2,558	3,723
Clark	3,350	92.5	3,100	1,641	1,034(6)	308(6)	2,685	4,483
Clay	10,120	95.5	9,660	2,959	9,986	4,566	14,418	29,272
Clinton	4,430	93.7	4,150	2,010	922	256	5,463	8,949
Cole	9,150	95.1	8,700	6,750	5,568	2,132	22,107	30,532
Cooper	5,090	91.7	4,670	2,662	2,054	673	6,020	10,727
Crawford	3,200	87.5	2,800	1,341	719	241	2,306	5,224
Dade	3,490	92.0	3,210	1,069	1,080(7)	273(7)	2,496	3,409
Dallas	3,610	90.6	3,270	489	178	42	2,223	2,779
Daviess	4,440	92.8	4,120	1,513	546	138	3,687	4,816
De Kalb	3,190	94.4	3,010	1,350	266	55	3,790	3,723
Dent	3,230	89.8	2,900	618	831	232	3,134	5,707
Douglas	3,350	89.0	2,980	317	364(8)	92(8)	1,947	3,373

(Continued on page 140)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

KHMO Now on— 1070 KC 5000 WATTS

Mutual Network

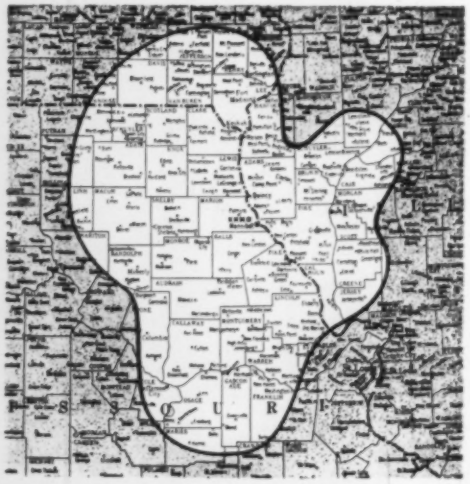
SERVING THE RICH TRI-STATE AREA

1000 WATTS at NITE

OFFERS NATIONAL ADVERTISERS

A 42 county market in Iowa, Illinois and Missouri with 239,960 radio homes with an annual retail sales of $552,882,000.

KHMO is the only station in Hannibal . . . 120 miles from St. Louis . . . an "independent" area, sales-wise, which includes a 42 county primary. KHMO completely blankets Hannibal, Mo. and Quincy, Ill. day and nite. John Pearson Co. can give you the full details.



MUTUAL NETWORK

•

National Representatives John E. Pearson Co.

•

WAYNE W. CRIBB General Manager

•

5000 Watts (d)
1000 Watts (n)

MISSOURI RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Cape Girardeau	Cape Girardeau	5 600	94.8	5 310	Con
Carthage	Jasper	3 460	94.5	3 270	Con
Clayton	St. Louis	4 050	99.5	4 030	
Columbia	Boone	6 140	94.5	5 800	Con
Flat River	St. Francois	1 590	95.6	1 520	
Hannibal	Marion	6 830	94.4	6 450	Con
Independence	Jackson	5 190	96.9	5 030	
Jefferson City	Cole	6 160	96.9	5 970	Con
Joplin	Jasper	12 280	93.2	11 440	Con
Kansas City	Jackson	131 360	96.9	127 310	Con - Hooper
Kennett	Dunklin	1 970	87.3	1 720	
Kirksville	Adair	3 440	94.8	3 260	Con
Mexico	Audrain	3 000	94.7	2 840	
Moberly	Randolph	4 470	95.1	4 250	
Poplar Bluff	Butler	3 280	93.3	3 060	Con
Rolla	Phelps	1 590	91.8	1 460	
St. Joseph	Buchanan	23 360	94.8	22 150	Con
St. Louis	St. Louis	252 730	97.0	245 150	Con - Hooper
Sedalia	Pettis	6 750	93.5	6 310	Con
Springfield	Greene	20 060	94.8	19 020	Con
Ste. Genevieve	Ste. Genevieve	740	97.3	720	
University City	St. Louis	9 830	99.6	9 790	
West Plains	Howell	1 250	91.2	1 140	

The steadily-increasing audience of KSD-TV is a substantial segment of *buying power*... men, women and children who are no longer merely *fascinated* by the *novelty* of Television, but to whom the new medium has become an accepted, reliable source of information on products and services which are being offered for sale.

This is a fact borne out by the steadily-increasing number of KSD-TV advertisers who are renewing or extending their original contracts.

St. Louis' geographical location in the center of the rich middle-west, and St. Louis' acknowledged reputation for economic stability, high purchasing power and product loyalty, make the area served by KSD-TV the nation's *number one test market for selling by Television.*

For details regarding schedules and availabilities, write or call KSD-TV or Free & Peters, Incorporated.

KSD-TV

The St. Louis Post-Dispatch Television Station • Channel No. 5

Originating Station for the National Broadcasting Company's Midwest Television Network

MISSOURI RADIO MARKET DATA BY COUNTIES

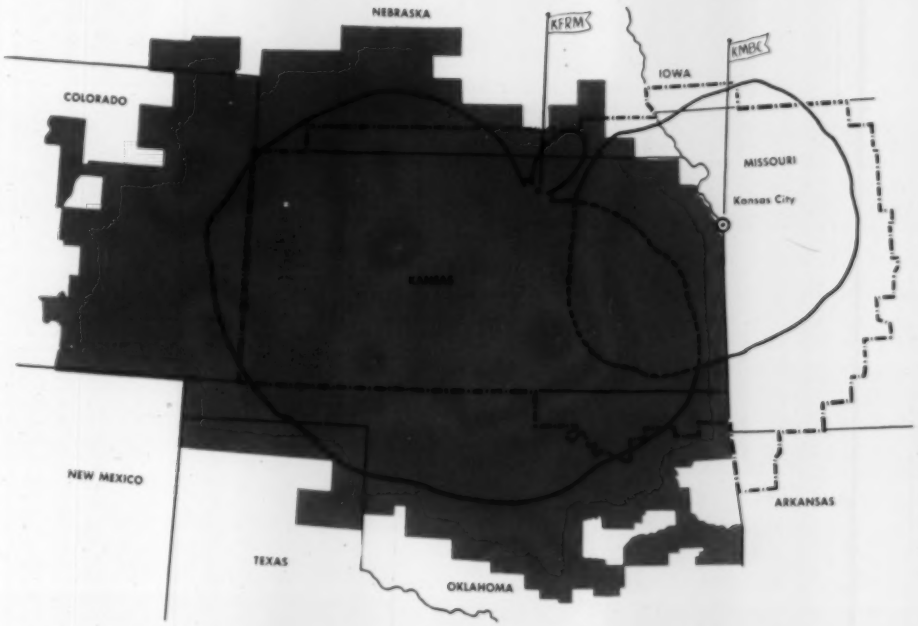
(Continued from page 138)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Dunklin	10,510	89.9	9,450	1,405	2,578	786	13,466	23,490
Franklin	10,350	92.7	9,590	4,514	6,369	2,619	11,421	21,120
Gasconade	3,860	89.9	3,470	1,870	1,432	469	2,783	6,448
Gentry	4,320	95.8	4,140	2,390	1,289(9)	424(9)	4,381	6,151
Greene	29,410	94.5	27,800	13,996	19,116	7,711	36,402	98,200
Grundy	5,190	93.6	4,860	2,212	1,176	358	5,174	9,300
Harrison	5,160	93.6	4,830	2,120	1,008(10)	297(10)	5,309	8,689
Henry	6,960	92.2	6,420	3,700	2,148	787	6,802	12,857
Hickory	2,360	91.1	2,150	366	----(2)	----(2)	1,186	1,278
Holt	3,890	94.6	3,680	2,501	----(1)	----(1)	4,432	5,651
Howard	3,870	92.2	3,570	1,755	616	171	4,241	6,021
Howell	6,230	87.0	5,420	1,174	1,588	447	7,255	10,727
Iron	2,670	86.5	2,310	449	2,165(11)	920(11)	2,040	3,409
Jackson	157,340	97.0	152,650	94,756	180,485	91,881	462,180	734,381
Jasper	25,820	93.3	24,080	9,711	16,682	7,162	35,345	77,647
Jefferson	9,400	94.7	8,900	2,701	3,250	1,279	8,414	17,730
Johnson	6,840	92.3	6,310	3,603	1,568	503	7,839	11,505
Knox	2,940	93.5	2,750	1,479	714(12)	295(12)	2,559	3,317
Laclede	4,760	89.3	4,250	1,500	1,525	482	5,610	8,615
Lafayette	8,760	92.9	8,140	4,607	2,708	872	10,781	16,285
Lawrence	7,920	92.3	7,310	2,255	1,659	627	4,378	10,356
Lewis	3,880	94.6	3,670	2,282	----(6)	----(6)	3,913	5,207
Lincoln	4,610	93.1	4,290	1,842	961	296	4,682	7,448
Linn	7,030	93.6	6,580	4,139	1,832	521	7,718	13,454
Livingston	5,390	94.2	5,080	2,430	1,996	629	6,448	12,191
McDonald	4,270	90.2	3,850	595	388	108	3,024	5,892
Macon	6,900	92.9	6,410	3,164	1,351	392	6,298	13,541
Madison	2,650	87.2	2,310	524	----(11)	----(11)	2,541	4,464
Maries	2,030	84.7	1,720	465	186	57	1,202	1,093
Marion	10,010	94.6	9,470	5,161	6,360	2,302	12,940	25,807
Mercer	2,510	94.0	2,360	690	----(10)	----(10)	2,152	3,483
Miller	3,960	90.2	3,570	1,369	827	269	3,909	6,448
Mississippi	5,020	85.1	4,270	782	1,806	534	5,363	10,449
Moniteau	3,810	91.9	3,500	2,264	711	221	3,904	6,059
Monroe	4,250	93.6	3,980	2,312	958	294	4,597	6,929
Montgomery	4,160	93.0	3,870	2,562	684	180	4,169	5,540
Morgan	3,320	90.7	3,010	1,300	481	134	1,584	5,206
New Madrid	8,670	89.6	7,770	748	1,740	552	6,475	14,673
Newton	8,480	92.0	7,800	1,859	3,399	1,231	7,255	12,246
Nodaway	7,920	94.6	7,490	5,117	1,530	477	10,163	15,915
Oregon	3,440	86.6	2,980	802	564(14)	141(14)	2,087	3,946
Osage	3,450	86.4	2,980	1,136	737	191	2,000	3,002
Ozark	2,590	83.0	2,150	88	----(8)	----(8)	1,309	1,501
Pemiscot	9,910	85.4	8,460	1,066	2,430	748	8,702	20,972
Perry	3,990	88.7	3,540	1,613	1,638	576	5,578	7,410
Pettis	10,760	93.1	10,020	4,899	4,961	1,670	11,301	23,973
Phelps	5,590	87.5	4,890	3,550	2,123	643	3,921	10,653
Pike	6,040	93.0	5,620	2,964	1,739	539	5,617	10,375
Platte	4,110	94.2	3,870	1,776	613	169	5,353	6,521
Polk	5,200	91.2	4,740	2,317	----(7)	----(7)	4,566	7,262
Pulaski	2,490	92.4	2,300	771	685	199	3,328	4,706
Putnam	3,380	92.9	3,140	1,216	321	81	2,683	3,520
Ralls	2,920	93.8	2,740	1,173	209	53	1,182	2,649
Randolph	8,390	93.7	7,860	3,786	3,106	989	9,156	16,711
Ray	5,500	93.5	5,140	1,965	793	232	4,762	7,745
Reynolds	2,040	84.3	1,720	73	----(3)	----(3)	777	1,722
Ripley	2,680	86.2	2,310	185	382	89	814	3,668
St. Charles	7,010	94.7	6,640	2,859	2,953	1,230	11,643	17,044
St. Clair	3,730	90.6	3,380	864	----(4)	----(4)	2,466	3,687
St. Francois	9,840	94.3	9,280	3,348	6,847	3,560	7,831	23,215
St. Louis	334,100	97.4	325,560	25,025	22,462	10,306	81,706	(a)1,267,795
St. Louis City	252,730	97.0	245,150	159,061	370,943	190,605	928,997	(a)
Ste. Genevieve	2,950	91.9	2,710	1,055	1,069	416	3,089	4,928
Saline	8,520	93.0	7,920	3,734	4,271	1,555	10,399	16,415
Schuyler	2,120	94.8	2,010	1,345	254	74	2,393	3,186
Scotland	2,840	94.7	2,690	1,481	----(12)	----(12)	2,644	4,095
Scott	8,470	92.2	7,810	2,307	3,861	1,336	9,014	16,434
Shannon	2,770	85.6	2,370	154	----(14)	----(14)	894	2,594
Shelby	3,850	94.3	3,630	2,632	585	156	3,897	6,244
Stoddard	7,720	90.4	6,980	1,165	1,729	517	4,692	10,098
Stone	3,200	86.6	2,770	306	----(5)	----(5)	1,612	2,890
Sullivan	4,220	92.9	3,920	1,923	429	97	2,886	4,020
Taney	2,770	86.6	2,400	356	----(5)	----(5)	1,528	3,317
Texas	5,540	89.2	4,940	663	1,597(13)	413(13)	3,936	7,466
Vernon	7,460	91.7	6,840	3,127	1,432	442	7,476	12,988
Warren	2,530	91.7	2,320	1,394	729	259	3,130	3,335
Washington	4,360	84.6	3,690	464	984	298	2,855	4,687
Wayne	2,660	86.1	2,290	172	----(3)	----(3)	1,228	3,976
Webster	4,830	92.1	4,450	1,562	538	149	2,720	7,318
Worth	1,890	94.7	1,790	1,345	----(9)	----(9)	2,261	2,927
Wright	4,470	89.9	4,020	915	----(13)	----(13)	3,749	7,539

(1) Includes Atchison and Holt Counties. (2) Includes Camden and Hickory Counties. (3) Includes Carter, Reynolds & Wayne Counties. (4) Includes Cedar and St. Clair Counties. (5) Includes Christian, Stone and Taney Counties. (6) Includes Clark and Lewis Counties. (7) Includes Dade and Polk Counties. (8) Includes Douglas and Ozark Counties. (9) Includes Gentry and Worth Counties. (10) Includes Harrison and Mercer Counties. (11) Includes Iron and Madison Counties. (12) Includes Knox and Scotland Counties. (13) Includes Texas and Wright Counties. (14) Includes Oregon and Shannon Counties. (a) St. Louis County is combined with the independent city of St. Louis.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

The KMBC-KFRM Team Provides COVERAGE!



Broken line shows Kansas City's primary trade territory as determined by Dr. W. D. Bryant, Kansas City researchist.

Black lines show the proved .5 millivolt contour of KMBC and KFRM.

Red shows concentrated KFRM listener area as determined by summer mail count on this station only. Mail received from 253 counties in 11 states.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage of the great Kansas City trade area.

With programming from Kansas City, the Team has a potential audience within the proved 0.5 mv/m contour, as illustrated, of 3,659,828 people... all important consumers in this rich Heart of America market.

The KMBC-KFRM Team provides, too, for the first time, valuable service to the listeners in this territory. Market broadcasts come direct from the Kansas City Stockyards, grain, poultry and produce quotations are right up to the minute, and practical programs on agricultural problems are daily features direct from the KMBC-KFRM Service Farm.

The KMBC-KFRM Team Serves 3,659,828* People

* 1940 Census

7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980

Represented Nationally by FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

See page 3 for key to map.

MONTANA

AM STATIONS

City	Frequency	Power	Network
Anaconda	KANA 1230	250	
Billings	KBMY 1240	250	MBS-KBS
	KGHL 790	5,000	NBC
Bozeman	KXLQ 1450	250	NBC
Butte	KBOW 1490	250	CBS-KBS
	KOPR 550	1,000	ABC
	*KYES 610	1,000	
Glendive	KXLF 1370	5,000	NBC
	*KXGN 1400	250	
Great Falls	KFBB 1310	5,000	CBS
	*KGFM 1150	5,000	
	*KMON 560	5,000	MBS
	KXLK 1400	250	NBC
Havre	KAVR 1240	250	KBS
	KOJM 730	1,000-D	
Helena	KXLJ 1240	250	NBC
Kalispell	KGEZ 1340	250	
Lewiston	KXLO 1230	250	
Livingston	KPRK 1340	250	KBS
Miles City	KRJF 1340	250	MBS-KBS
Missoula	KGVO 1290	5,000-LS	CBS
		1,000-N	
	*KMSU 1400	250	
	KXLL 1450	250	NBC
Shelby	KIYI 1230	250	KBS
Sidney	KGCX 1480	1,000	MBS-KBS

* Construction Permit.

MONTANA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Beaverhead	1,690	94.7	1,600	610	579	219	6,100	8,584
Big Horn	2,240	96.4	2,160	247	431	156	3,005	6,819
Blaine	2,380	96.6	2,300	299	671	208	4,283	8,536
Broadwater	910	95.6	870	185	246	88	1,065	2,762
Carbon	2,820	96.8	2,730	541	794	400	4,127	6,274
Carter	880	96.6	850	38	103	39	678	952
Cascade	9,810	97.6	9,570	6,458	9,459	4,857	36,896	59,611
Chouteau	2,220	98.2	2,180	494	358	113	4,489	4,463
Custer	2,600	96.5	2,510	1,408	1,570	624	6,487	10,815
Daniels	1,240	98.4	1,220	164	268	92	3,749	3,168
Dawson	1,930	97.9	1,890	720	866	296	6,398	7,084
Deer Lodge	3,210	97.8	3,140	1,493	3,309	1,962	5,311	14,004
Fallon	890	96.6	860	206	251	111	2,150	2,481
Fergus	3,790	97.4	3,690	1,368	1,621	631	8,230	12,564
Flathead	5,790	97.6	5,650	2,133	2,901	1,112	12,280	24,464
Gallatin	4,590	96.9	4,450	2,418	2,197	912	12,218	23,136
Garfield	840	96.4	810	(A-1)	69	16	----	843
Glacier	2,320	95.3	2,210	645	1,125	517	3,292	9,270

(Continued on page 144)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

The Formula For Coverage

POWER + FREQUENCY + CONDUCTIVITY

POWER	**5000 W.**	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	**790 kc.**	KGHL is the only NBC station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	**FAVORABLE**	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	**MAXIMUM**	No other station can match KGHL's coverage* of Montana and Northern Wyoming.

KGHL Primary Area

*Population	326,777
Retail Sales	$ 224,033,000
Radio Homes	79,641

Source: Katz Research Bureau

NBC AFFILIATED STATION

KGHL

THE DOMINANT STATION in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

MONTANA RADIO MARKET DATA BY COUNTIES

(Continued from page 142)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Golden Valley	510	----	510	85	11	3	----	484
Granite	910	96.7	880	262	243	102	795	3,059
Hill	3,060	97.7	2,990	1,295	1,477	602	8,360	15,221
Jefferson	1,060	97.2	1,030	199	171	47	812	2,903
Judith Basin	1,110	97.3	1,080	93	84	27	1,788	2,185
Lake	3,390	97.3	3,300	242	787	283	3,507	7,833
Lewis and Clarke	5,390	97.0	5,230	3,809	4,232	2,040	16,815	32,435
Liberty	620	96.8	600	70	87	31	----	1,498
Lincoln	1,950	96.9	1,890	542	956	353	1,641	4,603
McCone	1,160	96.6	1,120	39	60	22	1,312	2,341
Madison	1,980	97.0	1,920	399	356	128	1,283	3,386
Meagher	650	96.9	630	106	107	28	1,309	2,028
Mineral	600	96.7	580	(A-1)	121	49	----	1,108
Missoula	6,610	97.3	6,430	4,570	5,045	2,127	15,606	38,855
Musselshall	1,470	97.3	1,430	436	888	617	1,645	4,495
Park	2,970	96.6	2,870	1,441	1,053	370	5,482	10,849
Petroleum	370	97.3	360	6	73	34	----	530
Phillips	2,250	96.9	2,180	306	364	132	3,150	5,774
Pondera	1,760	97.2	1,710	437	426	158	3,671	5,993
Powder River	750	96.0	720	(A-1)	56	20	1,279	1,014
Powell	1,380	97.1	1,340	580	554	305	3,252	5,010
Prairie	760	96.1	730	113	117	34	1,725	1,483
Ravalli	3,300	97.0	3,200	1,114	793	275	4,606	8,317
Richland	2,430	97.1	2,360	695	836	306	5,109	7,584
Roosevelt	2,280	97.4	2,220	691	624	204	6,687	7,881
Rosebud	1,740	96.0	1,670	289	444	241	1,483	4,542
Sanders	1,760	96.0	1,690	323	385	122	1,859	3,449
Sheridan	2,280	97.8	2,230	416	372	131	4,464	3,839
Silver Bow	12,690	97.4	12,360	7,169	12,102	6,932	36,178	65,699
Stillwater	1,630	97.5	1,590	362	342	167	2,032	3,652
Sweet Grass	950	96.8	920	422	192	52	2,348	2,632
Teton	2,210	97.7	2,160	243	350	111	2,761	5,025
Toole	1,580	97.5	1,540	448	980	446	4,064	7,054
Treasure	380	94.7	360	40	90	32	796	889
Valley	3,910	97.7	3,820	765	771	305	5,134	13,726
Wheatland	900	97.8	880	298	230	91	1,827	3,230
Wibaux	620	----	620	62	78	28	1,251	858
Yellowstone	9,270	97.6	9,050	6,208	8,555	3,983	30,881	56,179
Yellowstone National Park	10	----	10	----	----	----	----	----

(A-1) Served from adjoining county .

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

MARKET INDICATORS FOR MONTANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	488,000	'47	559,456	'40
BMB Families	138,800	'48	148,400	'46
Per Cent Radio	97.2	'48	92.3	'46
Radio Families	134,900	'48	137,000	'46
Number of Business Concerns (1)	9,218	'46	9,589	'39
Domestic Urban Electric Consumers	116,000	'46	97,000	'39
Private & Commercial Passenger Auto Registrations	120,102	'46	135,839	'39
Business Telephones	32,800	'46	24,000	'39
Residential Telephones	68,900	'46	38,000	'39
Nonagricultural Employment (2)	115,000	'46	112,000	'39
Total Income Payments to Individuals	$801,000,000	'47	288,000,000	'39
Per Capita Income Payments	$ 1,641	'47	515	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 23,198,000	'46	6,755,000	'41
Bank Deposits	$531,000,000	'46	150,000,000	'39
Drug Store Sales	$ 15,627,000	'46	7,050,000	'39
Gross Postal Receipts (4)	$ 3,646,000	'46	2,723,000	'39
Total Private Construction	$ 24,400,000	'46	13,300,000	'39
Private Residential Building	$ 7,700,000	'46	4,900,000	'39
Private Nonresidential Building	$ 5,900,000	'46	2,200,000	'39
Farm Construction	$ 4,000,000	'46	2,000,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

MONTANA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Anaconda	Deer Lodge	2 440	98.0	2 390	Con
Billings	Yellowstone	5 130	97.5	5 000	Con
Bozeman	Gallatin	1 940	96.4	1 870	Con
Butte	Silver Bow	8 760	96.9	8 490	Con
Great Falls	Cascade	6 720	97.8	6 570	Con
Havre	Hill	1 280	98.4	1 260	
Helena	Lewis and Clark	3 600	96.9	3 490	Con
Kalispell	Flathead	1 890	97.4	1 840	Con
Lewiston	Fergus	1 280	96.9	1 240	
Livingston	Park	1 450	97.2	1 410	
Miles City	Custer	1 590	96.9	1 540	Con
Missoula	Missoula	4 080	97.1	3 960	Con
Shelby	Toole	530	96.2	510	
Sidney	Richland	590	96.6	570	

THE MOSBY STATIONS
are your
BEST SALES IMPLEMENT
in
MONTANA

The ART MOSBY STATIONS
CBS KGVO MISSOULA
5 KW DAY • 1 KW NITE
KANA ANACONDA BUTTE 250 W
KGFM GREAT FALLS 5 KW IN PROGRESS
MONTANA

Know Montana

Montana's 55,000 farms and ranches have a combined worth of more than $450,000,000. Of the total potential water power of the 48 states, Montana contains more than 10%. Annually ½ billion feet of lumber are cut in Montana. During 1942-45 Montana led all states in per capita purchase of U. S. Savings Bonds!

See page 3 for key to map.

NEBRASKA

AM STATIONS

City		Frequency	Power	Network
Columbus	*KJSK	900	1,000-D	
Fremont	KORN	1340	100	MBS-KBS
Grand Island	KMMJ	750	1,000-D L-WSB	ABC
Hastings	KHAS	1230	250	MBS-KBS
Kearney	KGFW	1340	250	MBS-KBS
Lincoln	KFOR	1240	250	ABC
	KOLN	1400	250	MBS
	*KLMS	1480	1,000	
McCook	KBRL	1450	250	MBS
Norfolk	WJAG	780	1,000-LS 1,000-N-L	
North Platte	KODY	1240	250	KBS
Omaha	KBON	1490	250	MBS
	KFAB	1110	50,000	CBS
	KOIL	1290	5,000	ABC
	KOWH	660	500-D	
	WOW	590	5,000	NBC
Scottsbluff	KNEB	970	500-D	
	KOLT	1320	1,000	CBS-KBS

* Construction Permit.

MORE Advertisers USE KOIL THAN Any Other Station in Omaha and Council Bluffs

BASIC ABC • 5000 WATTS

Represented by

EDWARD PETRY CO., INC.

NEBRASKA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	6,430	96.0	6,170	3,866	4,802	2,162	14,083	23,471
Antelope	4,020	94.8	3,810	1,468	465	126	3,319	7,476
Arthur	250	92.0	230	(A-1)	19	2	----	229
Banner	410	97.6	400	(A-1)	(Not listed in Booklet)		----	146
Blaine	410	95.1	390	149	32	8	461	621
Boone	3,310	94.9	3,140	1,728	445	120	3,538	6,953
Box Butte	2,920	96.2	2,810	1,721	1,355	513	9,344	12,649
Boyd	1,700	93.5	1,590	525	214	49	1,325	3,786
Brown	1,570	94.3	1,480	724	384	111	1,916	4,553
Buffalo	7,060	94.2	6,650	3,593	2,316	723	9,851	22,715
Burt	3,730	96.8	3,610	2,044	813	276	6,457	8,634
Butler	3,930	93.6	3,680	1,843	540	150	4,796	5,746
Cass	5,160	95.3	4,920	2,729	982	328	6,988	8,273
Cedar	4,120	96.4	3,970	2,137	600	137	5,163	8,585
Chase	1,430	94.4	1,350	662	405	126	3,625	5,093
Cherry	2,630	94.7	2,490	655	422	135	4,213	7,165
Cheyenne	2,550	96.1	2,450	1,444	922	360	6,247	9,891
Clay	3,100	94.8	2,940	1,060	507	142	2,786	4,635
Colfax	3,340	94.6	3,160	1,913	658	213	3,454	7,899
Cuming	3,890	96.4	3,750	1,870	781	239	7,450	9,776
Custer	6,120	94.3	5,770	2,867	1,077	288	7,433	14,869
Dakota	2,680	94.4	2,530	900	764	240	1,658	4,749
Dawes	2,820	96.5	2,720	1,491	1,075	334	4,892	10,185
Dawson	5,280	95.5	5,040	2,709	1,900	678	9,581	19,203
Deuel	930	96.8	900	506	238	73	2,324	2,911
Dixon	2,990	96.3	2,880	1,895	310	94	3,307	5,370

(Continued on page 148)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

SELL A BILLION $$ MARKET with 3

hometown stations

market areas

low rate

Facts "will out". And here are the facts! Three "hometown" stations (the kind folks listen to) with a plus of a rich farm market now available as a package network. **One low rate** to reach an area equal to **57% of the people, 64% of the buying power** of the entire state of Nebraska. Almost a **Billion Dollar Market you can reach...for less** with the Inland Group. Wire or write for immediate availabilities.

KBON KOLN KORN

OMAHA LINCOLN FREMONT

THE INLAND GROUP

THE INLAND BROADCASTING COMPANY
General Offices
Saunders-Kennedy Bldg.
Omaha 2, Nebraska
Paul R. Fry, Vice President and General Manager

McGEEHAN & O'MARA, National Representatives

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Lincoln	KFAB-FM	97.9	250	12
	KFOR-FM	102.9	275	22
Omaha	KBON-FM	98.7	254	330
	KOAD	92.9	225	380
	KWOW	99.9	260	42
		104.1	281	

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Omaha 3, 6, 7			
A-H	Central States Bcstg. Co.		7
A-H	KFAB Bcstg. Co.		7
CP	May Bcstg. Co.	(KMA-TV)	3
CP	Radio Station WOW	(WOW-TV)	6

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

NEBRASKA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Beatrice	Gage	3 220	96.0	3 090	
Fremont	Dodge	3 470	96.8	3 360	Con
Grand Island	Hall	5 470	96.5	5 280	Con
Hastings	Adams	4 310	97.2	4 190	Con
Kearney	Buffalo	2 760	94.2	2 600	
Lincoln	Lancaster	24 620	97.8	24 090	Con - Hooper
Norfolk	Madison	3 010	96.3	2 900	Con
North Platte	Lincoln	3 380	96.4	3 260	Con
Omaha	Douglas	62 110	97.3	60 450	Con - Hooper
Scottsbluff	Scotts Bluff	3 080	94.5	2 910	Con

KBRL

Listeners of KBRL enjoy the second largest spendable income in Nebraska averaging $5,380 per family! (S. M.)

Low Power Cost—High Power Coverage

Represented by Friedenberg Agency

MUTUAL McCOOK, NEBRASKA

The BIGGEST four-leaf clover in the world symbolizes 4-H Clubs. In step with Nebraska's progressive 4-H program is the BIG radio station KFAB and KFAB's Farm Service Director, Bill Macdonald, who covers events from county poultry shows to the BIGGEST 4-H Baby Beef Exposition in the world held annually at Omaha's Ak-Sar-Ben. And each year KFAB sponsors a public speaking contest for 4-H members. To make sure of BIG results in this BIG area and BIG market, use the BIG radio station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

MARKET INDICATORS FOR NEBRASKA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	1,284,000	'47	1,315,834	'40
BMB Families	375,300	'48	350,800	'46
Per Cent Radio	95.7	'48	91.6	'46
Radio Families	359,100	'48	321,200	'46
Number of Business Concerns (1)	23,219	'46	27,008	'39
Domestic Urban Electric Consumers	252,000	'46	228,000	'39
Private & Commercial Passenger Auto Registrations	350,620	'46	343,563	'39
Business Telephones	83,400	'46	58,800	'39
Residential Telephones	256,300	'46	126,000	'39
Nonagricultural Employment (2)	245,000	'46	203,000	'39
Total Income Payments to Individuals	$1,589,000,000	'47	523,000,000	'39
Per Capita Income Payments	$ 1,238	'47	397	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 68,497,000	'46	7,956,000	'41
Bank Deposits	$1,264,000,000	'46	335,000,000	'39
Drug Store Sales	$ 36,800,000	'46	16,183,000	'39
Gross Postal Receipts (4)	$ 10,043,000	'46	6,775,000	'39
Total Private Construction	$ 51,500,000	'46	26,500,000	'39
Private Residential Building	$ 16,000,000	'46	10,400,000	'39
Private Nonresidential Building	$ 13,600,000	'46	3,900,000	'39
Farm Construction	$ 12,300,000	'46	5,900,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

NEBRASKA RADIO MARKET DATA BY COUNTIES

(Continued from page 146)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Dodge	7,390	96.5	7,130	4,459	3,570	1,308	15,633	27,516
Douglas	68,810	97.3	66,960	51,811	80,996	40,747	222,275	327,530
Dundy	1,420	93.0	1,320	541	319	84	1,381	3,215
Fillmore	3,480	94.5	3,290	1,408	553	181	5,130	5,875
Franklin	2,480	93.1	2,310	1,520	348	103	1,852	4,080
Frontier	1,920	93.2	1,790	1,067	194	51	2,574	3,117
Furnas	3,120	94.2	2,940	1,954	681	172	4,692	6,872
Gage	8,360	95.8	8,010	4,274	4,187	1,577	12,512	22,598
Garden	1,240	95.2	1,180	158	161	42	2,162	2,318
Garfield	910	93.4	850	469	175	36	1,058	2,170
Gosper	1,050	93.3	980	256	81	23	841	1,420
Grant	430	95.3	410	108	136	64	1,777	1,616
Greeley	1,720	93.6	1,610	732	194	49	1,611	3,247
Hall	7,670	95.8	1,610	4,064	6,051	2,570	18,424	33,956
Hamilton	3,130	94.2	7,350	1,719	448	140	3,299	4,880
Harlan	2,080	94.7	5,280	1,102	480	137	2,381	3,411
Hayes	800	92.5	740	82	28	8	607	523
Hitchcock	1,790	94.4	1,690	1,114	306	91	2,770	3,754
Holt	4,550	94.9	4,320	1,792	741	212	6,486	9,891
Hooker	330	93.9	310	90	110	38	738	2,335
Howard	2,520	94.0	2,370	710	283	79	2,154	3,786
Jefferson	4,600	95.2	4,380	2,125	1,301	468	8,191	11,850
Johnson	2,690	95.5	2,570	1,297	531	129	3,343	4,440
Kearney	2,180	96.3	2,100	1,168	406	126	3,058	3,330
Keith	2,190	94.1	2,060	769	853	351	4,353	9,842
Keya Paha	790	94.9	750	173	40	14	787	731
Kimball	1,130	97.3	1,100	476	295	92	2,579	3,657
Knox	4,640	94.0	4,360	1,962	623	161	4,491	8,210
Lancaster	29,620	97.3	28,810	20,871	22,380	9,359	55,948	124,817
Lincoln	6,970	95.4	6,650	3,571	2,732	1,022	10,052	29,038
Logan	450	93.3	420	223	45	8	695	914
Loup	460	93.5	430	102	34	5	436	457
McPherson	330	90.9	300	78	8	3	----	244
Madison	6,930	96.1	6,660	3,448	3,467	1,271	10,492	24,003
Merrick	2,940	95.9	2,820	1,272	612	169	2,454	6,071
Morrill	2,370	95.4	2,260	570	478	182	2,854	6,284
Nance	2,100	94.8	1,990	761	295	94	2,533	3,755
Nemaha	3,600	96.1	3,460	1,614	617	176	4,964	8,095
Nuckolls	3,030	93.1	2,820	1,334	779	251	3,978	6,056
Otoe	5,650	95.8	5,410	3,145	1,853	667	9,666	14,020
Pawnee	2,320	95.3	2,210	1,129	332	78	3,115	4,260
Perkins	1,470	95.9	1,410	388	285	100	2,840	4,603
Phelps	2,700	95.9	2,590	1,873	1,039	362	4,851	8,095
Pierce	3,020	95.4	2,880	1,229	453	125	3,021	5,973
Platte	5,270	94.9	5,000	2,530	1,967	699	8,095	15,636
Polk	2,640	95.8	2,530	1,286	316	82	3,129	3,950
Red Willlow	3,370	94.7	3,190	2,179	1,391	467	7,474	14,069
Richardson	5,490	95.6	5,250	2,848	1,386	473	9,131	14,788
Rock	1,060	94.3	1,000	344	158	38	774	2,595
Saline	4,870	93.8	4,570	2,216	1,369	505	6,912	9,711
Sarpy	2,810	97.2	2,730	674	1,419	605	1,794	3,884
Saunders	5,740	95.5	5,480	2,597	997	334	9,742	11,506
Scotts Bluff	8,210	94.8	7,780	3,089	4,625	1,730	16,148	43,322
Seward	4,390	94.5	4,150	2,164	912	320	6,636	7,964
Sheridan	2,860	95.1	2,720	1,285	629	167	5,656	10,266
Sherman	2,240	92.0	2,060	460	248	64	1,229	3,215
Sioux	990	93.9	930	181	38	9	1,367	816
Stanton	2,090	95.2	1,990	683	189	57	2,810	2,595
Thayer	3,710	94.9	3,520	1,542	862	248	4,860	7,818
Thomas	420	95.2	400	108	17	5	505	947
Thurston	2,530	92.9	2,350	731	397	126	2,183	4,880
Valley	2,520	94.4	2,380	1,257	448	120	2,607	4,603
Washington	3,410	96.2	3,280	1,868	913	290	3,961	6,169
Wayne	2,940	97.3	2,860	1,532	594	178	4,147	6,496
Webster	2,570	93.4	2,400	1,606	405	93	2,778	5,027
Wheeler	480	93.8	450	137	10	1	172	473
York	4,530	95.6	4,330	2,625	1,293	410	6,292	11,702

(A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

WOW-Land is a BIG Market ....!

Total Population 3,445,100

Families 946,200

WOW-Land is a Quality Market..!

1947 Retail Sales ... $3,056,288,000

Grocery Sales ... $ 700,524,000

Drug Sales ... $ 102,535,000

1947 Effective Buying Income ... $4,792,195,000

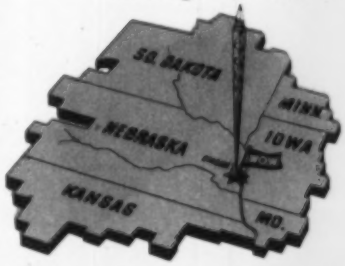
Average Net Effective Buying Income Per Family ... $ 4,348

WOW-Land is a Rich FARM Market!

1947 Net Farm Income ... $1,975,951,000

Average Per Farm ... $ 6,213

(All figures based on 1948 Sales Management Survey of Effective Buying Income, issued June 15, 1948).



NO OTHER STATION SERVES THIS AREA

Write For WOW's 1948 Coverage Presentation—most complete brand-new fifty-page study.

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.

JOHN BLAIR & CO., REPRESENTATIVES

TWENTY-FIFTH ANNIVERSARY YEAR

NEVADA

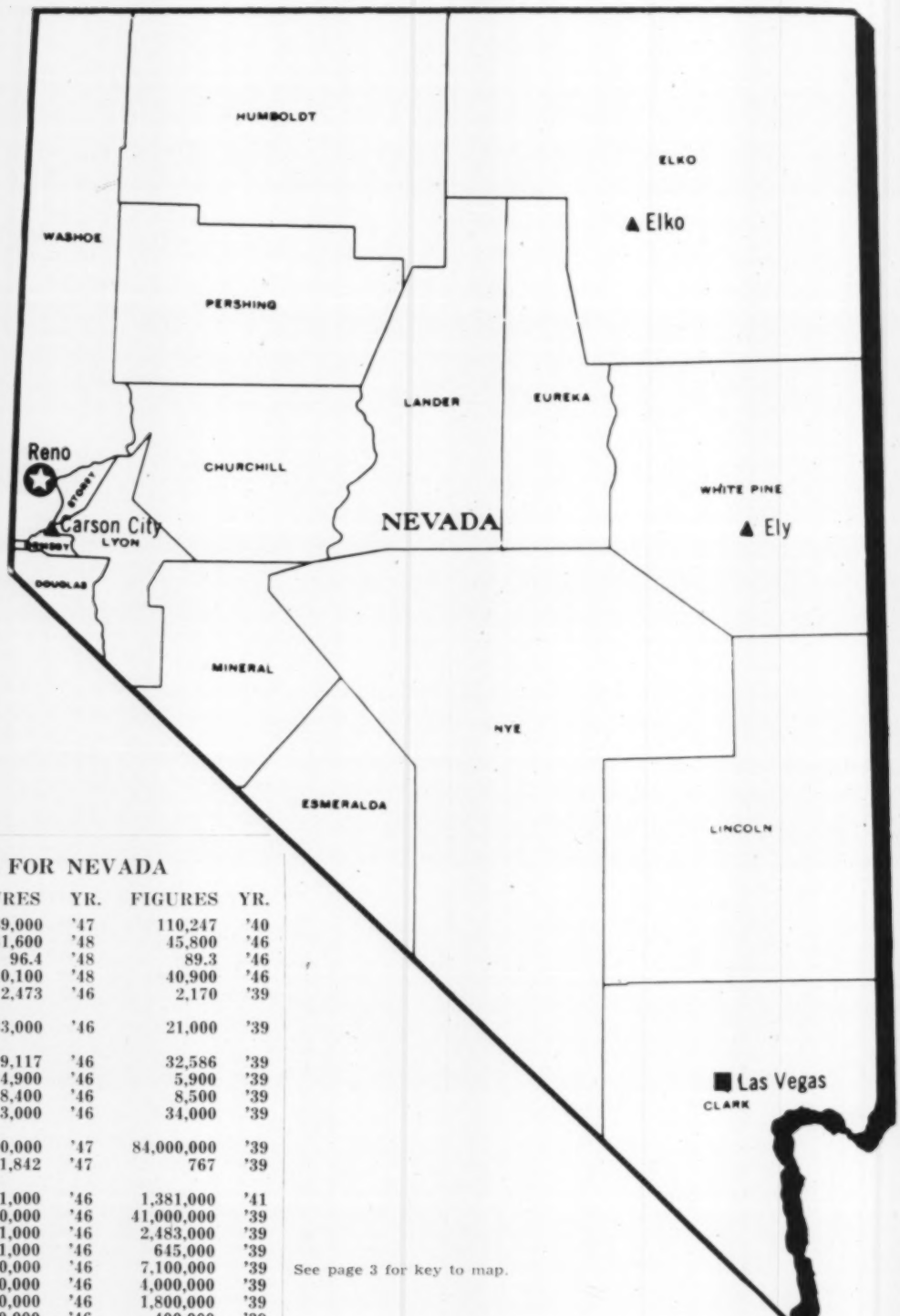
AM STATIONS

City		Frequency	Power	Network
Carson City	*KVNC	1450	250	
Elko	*KERS	1340	250	
Ely	*KELN	1230	250	KBS
Las Vegas	KENO	1400	250	ABC
	KLAS	1230	250	CBS
	KRAM	920	1,000-D	KBS
Reno	KATO	1340	250	MBS
	KOH	630	1,000	
			CP-5,000	NBC
	KOLO	920	1,000	CBS
	KWRN	1490	250	ABC
	KXXL	1230	250	

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Las Vegas	KENO-FM	103.9	280	0.33
Reno	KWRN	95.5	238	10
	KSAV	103.9	280	0.76



See page 3 for key to map.

MARKET INDICATORS FOR NEVADA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	139,000	'47	110,247	'40
BMB Families	41,600	'48	45,800	'46
Per Cent Radio	96.4	'48	89.3	'46
Radio Families	40,100	'48	40,900	'46
Number of Business Concerns(1)	2,473	'46	2,170	'39
Domestic Urban Electric Consumers	33,000	'46	21,000	'39
Private & Commercial Passenger Auto Registrations	39,117	'46	32,586	'39
Business Telephones	14,900	'46	5,900	'39
Residential Telephones	18,400	'46	8,500	'39
Nonagricultural Employment (2)	43,000	'46	34,000	'39
Total Income Payments to Individuals	$256,000,000	'47	84,000,000	'39
Per Capita Income Payments	$ 1,842	'47	767	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 4,741,000	'46	1,381,000	'41
Bank Deposits	$164,000,000	'46	41,000,000	'39
Drug Store Sales	$ 5,211,000	'46	2,483,000	'39
Gross Postal Receipts (4)	$ 1,271,000	'46	645,000	'39
Total Private Construction	$ 19,000,000	'46	7,100,000	'39
Private Residential Building	$ 10,700,000	'46	4,000,000	'39
Private Nonresidential Building	$ 6,400,000	'46	1,800,000	'39
Farm Construction	$ 500,000	'46	400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

NEVADA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Boulder City	Clark	1 010	96.0	970	
Elko	Elko	1 430	94.4	1 350	
Las Vegas	Clark	2 950	94.9	2 800	Con
Reno	Washoe	7 960	97.7	7 780	Con

NEVADA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Churchill	1,910	96.3	1,840	1,000	806	381	2,571	6,293
Clark	6,060	95.5	5,790	2,478	10,313	6,306	16,125	31,085
Douglas	700	95.7	670	411	212	97	1,979	2,361
Elko	4,290	95.8	4,110	959	1,683	833	8,471	12,590
Esmeralda	830	95.2	790	19	90	41	----	2,254
Eureka	----(1)	----(1)	----(1)	(A-1)	240	144	763	822
Humboldt	1,800	95.6	1,720	395	502	243	4,359	6,276

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Lander	1,280(1)	94.5(1)	1,210(1)	75	206	88	880	1,919
Lincoln	1,480	97.3	1,440	110	377	189	1,300	3,148
Lyon	1,510	96.7	1,460	305	196	75	1,401	2,837
Mineral	1,030	95.1	980	30	670	363	----	1,956
Nye	1,790	94.4	1,690	281	354	201	2,070	5,043
Ormsby	1,270	98.4	1,250	489	445	209	1,791	3,814
Pershing	1,210	93.0	1,150	189	324	137	1,718	2,670
Storey	520	98.1	510	76	54	29	----	1,025
Washoe	11,800	97.6	11,520	7,704	12,345	6,871	45,575	66,253
White Pine	4,120	96.4	3,970	420	2,701	1,582	6,738	15,775

(A-1) Served from adjoining county. (1) Includes Eureka county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

NEW HAMPSHIRE

AM STATIONS

City		Frequency	Power	Network
Berlin	WMOU	1230	250	KBS
Claremont	*WTSV	1230	250	
Concord	WKXL	1450	250	MBS
Keene	WKNE	1290	5,000	CBS
Laconia	WLNH	1340	250	MBS-KBS
Manchester	WFEA	1370	5,000	CBS
	WKBR	1240	250	MBS
	WMUR	610	5,000-LS 1,000-N	ABC
Nashua	WOTW	900	1,000-D	

AM STATIONS

City		Frequency	Power	Network
Portsmouth	WHEB	750	1,000 L-WSB	MBS
Rochester	*WWNH	930	1,000-D	

* Construction Permit.

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Manchester 12			
A	Grandview Inc.		12
Portsmouth 3c			
A	WHEB Inc.		5

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Claremont	WTSV-FM	106.1	291	1.5
Keene	WKNE-FM	107.9	300	6.7
Manchester	WMUR-FM	95.7	239	3.3
	WKBR-FM	100.1	261	1
	WVMA	101.1	266	3.4
Nashua	WOTW-FM	106.3	292	1
Portsmouth	WFMI	107.3	297	20

MARKET INDICATORS FOR NEW HAMPSHIRE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	534,000	'47	491,524	'40
BMB Families	168,100	'48	135,200	'46
Per Cent Radio	96.6	'48	94.2	'46
Radio Families	162,400	'48	127,400	'46
Number of Business Concerns (1)	8,771	'46	10,077	'39
Domestic Urban Electric Consumers	148,000	'46	123,000	'39
Private & Commercial Passenger Auto Registrations	109,510	'46	102,409†	'39
Business Telephones	32,300	'46	24,100	'39
Residential Telephones	97,300	'46	58,100	'39
Nonagricultural Employment (2)	143,000	'46	141,000	'39
Total Income Payments to Individuals	$613,000,000	'47	268,000,000	'39
Per Capita Income Payments	$ 1,148	'47	548	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 11,834,000	'46	3,572,000	'41
Bank Deposits	$522,000,000	'46	284,000,000	'39
Drug Store Sales	$ 12,125,000	'46	5,907,000	'39
Gross Postal Receipts (4)	$ 3,856,000	'46	2,608,000	'39
Total Private Construction	$ 20,700,000	'46	10,900,000	'39
Private Residential Building	$ 5,700,000	'46	4,600,000	'39
Private Nonresidential Building	$ 10,600,000	'46	2,700,000	'39
Farm Construction	$ 700,000	'46	700,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † State, county and municipal vehicles included.

NEW HAMPSHIRE RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Berlin	Coos	5 260	97.3	5 120	Con
Claremont	Sullivan	3 890	96.7	3 760	
Concord	Merrimack	7 870	99.7	7 850	Con
Dover	Strafford	4 650	98.5	4 580	
Keene	Cheshire	4 450	98.9	4 400	Con
Laconia	Belknap	4 190	98.8	4 140	Con
Manchester	Hillsboro	24 620	97.4	24 110	Con - Hooper
Nashua	Hillsboro	10 060	98.7	9 930	Con
Portsmouth	Rockingham	4 680	96.8	4 530	Con
Rochester	Strafford	3 940	97.7	3 850	

See page 3 for key to map.

NEW HAMPSHIRE RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Belknap	8,590	96.2	8,260	3,879	6,523	2,941	18,089	20,646
Carroll	6,680	94.2	6,290	2,102	2,106	732	6,213	10,384
Cheshire	11,920	96.4	11,490	5,880	9,861	4,667	24,163	26,140
Coos	12,120	96.3	11,670	4,296	8,052	3,804	17,069	27,433
Grafton	16,450	95.2	15,660	6,083	8,477	3,714	26,234	37,857
Hillsborough	47,590	97.5	46,400	21,343	51,151	23,215	127,685	124,719
Merrimack	20,280	96.8	19,640	8,948	11,054	4,876	59,066	44,442
Rockingham	21,530	96.7	20,810	10,198	10,317	4,298	36,500	50,906
Strafford	14,570	97.0	14,140	6,056	12,490	5,779	33,917	40,442
Sullivan	8,370	96.1	8,040	3,556	5,600	2,258	16,977	21,049

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

NEW JERSEY

AM STATIONS

City		Frequency	Power	Network
Asbury Park	WCAP	1310	500	
			ST-WCAM,WTNJ	
Atlantic City	WBAB	1490	250	CBS
	WFPG	1450	250	ABC
	WMID	1340	250	MBS
Bridgeton	WSNJ	1240	250	KBS
Camden	WCAM	1310	500	
			ST-WCAP,WTNJ	
	*	800	1,000-D	
Jersey City	WHOM	1480	500-N	
			1,000-LS	
			CP-5,000-U	
Morristown	*WMTR	1250	500-D	
Newark	WAAT	970	1,000	
	WHBI	1280	2,500-LS	
			1,000-N	
			ST-WOV	
	WNJR	1430	5,000	
	*WVNJ	620	5,000	
New Brunswick	WCTC	1450	250	
Paterson	WPAT	930	1,000-D	
Trenton	WTNJ	1310	500	
			ST-WCAM,WCAP	
	WTTM	920	1,000	NBC
Vineland	WWBZ	1360	1,000-D	
Zarephath	**WAWZ	1380	5,000-LS	
			1,000-N	
			ST-WBNX	

* Construction Permit.

** Non-Commercial Station.

See page 3 for key to map.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Alpine	WFMN	93.1	226	6.
Asbury Park	WJLK	94.3	232	1
	WCAP-FM	107.1	296	0.7
Atlantic City	WFPG-FM	98.5	253	15.5
	WBAB-FM	100.7	264	13
Bridgeton	WSNJ-FM	98.9	255	7.9
Camden	WANQ	100.9	265	1
Elizabeth	WPOE	96.7	244	1
	WGET-FM	95.9	240	
Green Brook Twp	WXNJ	103.9	280	0.630
Jersey City	WFMO	103.1	276	1
Morristown	WATC	105.5	288	
Newark	WBGO	91.1	216	2.5
	WNJR-FM	102.7	274	20
	WVNJ-FM	92.7	224	
	WAAT-FM	94.7	234	13.5
New Brunswick	WDHN	93.5	228	0.58
	WCTC-FM	98.3	252	
South Orange	WSOU	89.5	208	0.25
Paterson	WNNJ	103.5	278	8
	WWDX	107.1	296	0.19
Trenton	WTOA	97.5	248	13.7
	WTTM-FM	100.1	261	0.290

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Atlantic City &c			
A-H	Atlantic City Tele. Bcstg. Co.		8
A-H	Neptune Bcstg. Corp.		8
A-H	Press-Union Pub. Co.		8
Newark (see also New York, N.Y.)			
O	Bremer Bcstg. (WATV) Corp.		13
Trenton			
A	Trent Bcstg. Corp.		8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

MARKET INDICATORS FOR NEW JERSEY

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	4,627,000	'47	4,160,165	'40
BMB Families	1,247,100	'48	1,217,000	'46
Per Cent Radio	96.5	'48	97.5	'46
Radio Families	1,203,800	'48	1,186,000	'46
Number of Business Concerns (1)	78,918	'46	82,529	'39
Domestic Urban Electric Consumers	1,189,000	'46	1,051,000	'39
Private & Commercial Passenger Auto Registrations	948,296	'46	889,081	'39
Business Telephones	396,100	'46	275,000	'39
Residential Telephones	787,700	'46	466,700	'39
Nonagricultural Employment (2)	1,338,000	'46	1,198,000	'39
Total Income Payments to Individuals	$6,740,000,000	'47	2,859,000,000	'39
Per Capita Income Payments	$ 1,542	'47	746	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 155,448,000	'46	61,199,000	'41
Bank Deposits	$4,815,000,000	'46	2,149,000,000	'39
Drug Store Sales	$ 112,125,000	'46	50,584,000	'39
Gross Postal Receipts (4)	$ 34,032,000	'46	22,247,000	'39
Total Private Construction	$ 279,800,000	'46	110,500,000	'39
Private Residential Building	$ 93,900,000	'46	70,200,000	'39
Private Nonresidential Building	$ 158,700,000	'46	25,400,000	'39
Farm Construction	$ 3,300,000	'46	2,900,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

NEW JERSEY RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Asbury Park	Monmouth	4 390	92.9	4 080	Con
Atlantic City	Atlantic	19 580	94.5	18 500	Con
Bayonne	Hudson	21 030	97.6	20 530	
Belleville	Essex	7 930	97.6	7 740	
Bloomfield	Essex	12 630	99.2	12 530	
Bridgeton	Cumberland	4 970	94.6	4 700	Con
Camden	Camden	33 540	94.5	31 700	
Clifton	Passaic	14 470	98.4	14 240	
East Orange	Essex	22 430	99.2	22 250	
Elizabeth	Union	30 750	96.8	29 770	
Garfield	Bergen	7 850	96.8	7 600	
Hackensack	Bergen	7 470	97.6	7 290	
Hoboken	Hudson	14 660	96.8	14 190	
Irvington	Essex	17 590	99.2	17 450	
Jersey City	Hudson	87 640	97.6	85 540	
Kearny	Hudson	11 520	98.4	11 340	
Millville	Cumberland	4 580	93.9	4 300	
Montclair	Essex	11 330	98.4	11 150	
Newark	Essex	123 410	95.3	117 610	Pulse
New Brunswick	Middlesex	9 560	96.1	9 190	Con
North Bergen	Hudson	12 090	98.4	11 900	
North Plainfield	Somerset	3 270	99.1	3 240	
Orange	Essex	10 180	96.1	9 780	
Passaic	Passaic	17 620	95.3	16 790	
Paterson	Passaic	42 520	96.1	40 860	
Perth Amboy	Middlesex	11 320	96.1	10 880	
Phillipsburg	Warren	5 310	96.0	5 100	
Plainfield	Union	10 890	96.8	10 540	
Red Bank	Monmouth	3 260	95.4	3 110	
Teaneck	Bergen	7 590	99.2	7 530	
Trenton	Mercer	32 530	96.1	31 260	Con
Union City	Hudson	7 210	98.3	7 090	
Vineland	Cumberland	2 400	96.3	2 310	
West New York	Hudson	12 550	98.4	12 350	
West Orange	Essex	7 210	99.2	7 150	
Woodbridge	Middlesex	7 130	96.1	6 850	

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AM 250 WATTS **WCTC** FM 1000 WATTS

SERVING CENTRAL NEW JERSEY FROM NEW BRUNSWICK

NEW JERSEY RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Atlantic	39,230	94.2	36,940	15,110	29,566	13,090	55,969	144,420
Bergen	123,640	97.9	121,000	69,306	69,969	39,619	221,155	338,845
Burlington	30,250	97.0	29,330	10,140	18,132	8,777	45,291	64,142
Camden	77,380	96.0	74,270	33,126	76,972	47,071	138,145	214,209
Cape May	10,430	95.4	9,950	4,840	6,204	2,822	18,166	43,883
Cumberland	24,060	95.0	22,860	9,039	21,264	10,565	42,678	72,561
Essex	244,580	96.2	235,330	128,638	274,219	164,372	1,028,415	961,167
Gloucester	23,390	96.5	22,570	7,893	11,465	6,566	34,406	45,295
Hudson	190,900	96.9	185,070	61,530	217,422	130,117	531,556	528,650
Hunterdon	12,290	96.8	11,900	3,523	5,260	2,702	25,404	29,431
Mercer	56,240	96.5	54,280	24,925	56,391	31,063	166,929	209,772
Middlesex	60,940	96.5	58,790	25,110	68,831	40,916	131,546	209,720
Monmouth	52,220	95.4	49,800	28,327	29,321	14,164	107,381	191,619
Morris	38,350	97.7	37,460	22,316	21,270	12,176	94,698	113,761
Ocean	14,250	96.6	13,770	6,376	6,165	2,626	25,613	49,866
Passaic	93,020	96.3	89,550	45,540	117,132	71,916	309,407	347,566
Salem	13,710	94.8	13,000	5,084	14,578	9,919	23,484	36,503
Somerset	21,310	97.5	20,780	8,331	20,722	12,771	42,652	59,210
Sussex	9,680	96.0	9,290	3,206	4,361	2,161	20,077	32,093
Union	94,610	97.1	91,830	59,094	96,243	58,502	263,502	303,448
Warren	16,620	96.5	16,030	6,263	12,683	6,219	27,981	40,213

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

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1480 ON YOUR DIAL WHOM

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NEW MEXICO

AM STATIONS

City		Frequency	Power	Network
Alamogordo	*KYLE	1230	250	
Albuquerque	KGGM	610	5,000	CBS
	KOAT	1450	250	ABC
	KOB	1030	10,000	NBC-MBS
			SA-770	
			50,000-LS	
			25,000-N	
			CP-50,000-U	
	KVER	1490	250	MBS
Artesia	KSVP	1450	250	
Carlsbad	KAVE	1240	250	CBS-KBS
Clovis	KICA	1240	250	MBS
Gallup	KGAK	1230	250	ABC
Hobbs	KWEW	1490	100	MBS-KBS
Hot Springs	KCHS	1400	250	KBS
Las Cruces	KOBE	1450	250	
Las Vegas	KFUN	1230	250	ABC
Raton	*KRTN	1490	250	
Roswell	KGFL	1400	250	MBS-KBS
	KSWS	1230	250	
Santa Fe	KTRC	1400	250	ABC
	KVSF	1260	1,000	CBS
Silver City	KSIL	1340	250	CBS
Tucumcari	KTNM	1400	250	MBS-KBS

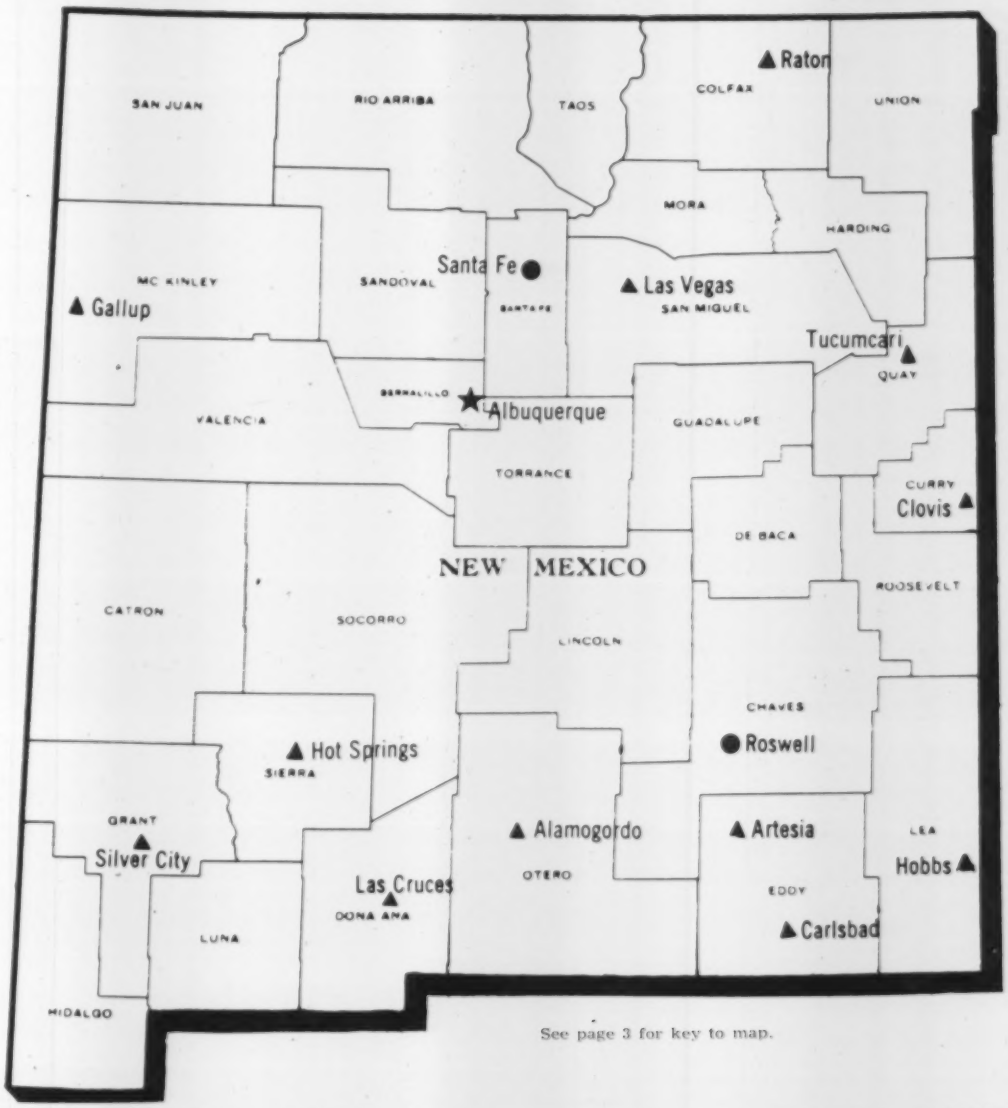
* Construction Permit.

TV STATIONS

Albuquerque 2, 4, 5, 7

CP Albuquerque (KOB-TV) 4
Bcstg. Co.

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.



See page 3 for key to map.

NEW MEXICO RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Bernalillo	17,440	94.1	16,410	9,156	17,098	7,265	41,813	75,996
Catron	1,230	91.1	1,120	29	151	32	----	1,013
Chaves	5,960	92.1	5,490	2,509	4,345	1,832	16,545	25,107
Colfax	4,260	92.7	3,950	1,110	2,359	1,112	8,563	13,858
Curry	4,770	93.9	4,480	1,505	3,279	1,191	10,979	24,275
De Baca	960	92.7	890	144	309	108	1,336	2,106
Dona Ana	6,560	87.2	5,920	1,171	1,812	654	5,041	14,543
Eddy	5,630	92.5	5,210	2,266	6,433	3,762	11,602	22,748
Grant	4,600	92.2	4,240	739	4,059	1,961	4,188	13,746
Guadalupe	2,380	88.2	2,100	115	316	101	2,271	4,132
Harding	950	90.5	860	52	133	48	----	1,897
Hidalgo	1,170	90.6	1,060	167	627	243	1,498	4,742
Lea	6,190	93.4	5,780	1,293	3,534	1,738	4,947	23,950
Lincoln	2,320	92.2	2,140	206	450	131	1,199	3,971
Luna	1,730	90.2	1,560	487	995	392	2,895	6,222
McKinley	6,120	88.7	5,430	813	2,470	926	5,448	18,993
Mora	2,360	86.0	2,030	67	188	40	303	1,672
Otero	2,600	89.6	2,330	420	776	323	2,512	6,463
Quay	3,230	92.3	2,980	678	1,154	395	4,325	9,822
Rio Arriba	6,220	86.8	5,400	61	465	140	1,517	4,887
Roosevelt	4,420	91.9	4,060	439	1,017	369	5,520	8,457
Sandoval	4,270	87.8	3,750	17	331	136	----	2,412
San Juan	4,460	89.5	3,990	393	590	195	3,276	5,804
San Miguel	6,360	85.7	5,450	862	1,665	492	3,515	12,122
Sante Fe	6,820	89.3	6,090	2,251	4,364	1,660	8,157	24,962
Sierra	1,800	87.8	1,580	160	579	156	1,421	3,199
Socorro	2,610	86.6	2,260	145	416	168	----	4,083
Taos	4,070	87.2	3,550	214	584	168	1,068	4,856
Torrance	2,750	93.5	2,570	93	393	102	----	3,504
Union	2,160	92.1	1,990	418	328	102	2,232	5,594
Valencia	5,700	88.2	5,030	295	1,110	374	3,597	6,639

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

MARKET INDICATORS FOR NEW MEXICO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	547,000	'47	531,818	'40
BMB Families	132,100	'48	133,400	'46
Per Cent Radio	90.6	'48	73.5	'46
Radio Families	119,700	'48	98,000	'46
Number of Business Concerns (1)	7,784	'46	7,406	'39
Domestic Urban Electric Consumers	75,000	'46	38,000	'39
Private & Commercial Passenger Auto Registrations	96,986†	'46	91,476	'39
Business Telephones	28,300	'46	16,300	'39
Residential Telephones	37,900	'46	18,100	'39
Nonagricultural Employment (2)	85,000	'46	72,000	'39
Total Income Payments to Individuals	$576,000,000	'47	179,000,000	'39
Per Capita Income Payments	$ 1,053	'47	341	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 10,930,000	'46	2,302,000	'41
Bank Deposits	$271,000,000	'46	66,000,000	'39
Drug Store Sales	$ 11,836,000	'46	5,216,000	'39
Gross Postal Receipts (4)	$ 2,801,000	'46	1,543,000	'39
Total Private Construction	$ 23,200,000	'46	14,300,000	'39
Private Residential Building	$ 8,800,000	'46	5,100,000	'39
Private Nonresidential Building	$ 9,100,000	'46	1,800,000	'39
Farm Construction	$ 1,900,000	'46	1,400,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. †Taxicabs, rentals not included.

NEW MEXICO RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Albuquerque	Bernalillo	8 570	95.7	8 200	Con
Artesia	Eddy	960	92.7	890	
Carlsbad	Eddy	1 600	93.8	1 500	Con
Clovis	Curry	2 390	94.1	2 250	Con
East Las Vegas	San Miguel	1 360	89.0	1 210	
Gallup	McKinley	1 580	93.0	1 470	Con
Hobbs	Lea	2 810	91.8	2 580	
Hot Springs	Sierra	750	85.3	640	
Las Cruces	Dona Ana	1 870	87.7	1 640	
Las Vegas	San Miguel	1 140	78.9	900	
Raton	Colfax	1 770	91.5	1 620	
Roswell	Chaves	3 090	91.3	2 820	Con
Santa Fe	Santa Fe	4 290	89.5	3 840	Con
Silver City	Grant	1 170	88.9	1 040	Con
Tucumcari	Quay	1 440	89.6	1 290	

Here's the Picture . . .
in GLOVERSVILLE—JOHNSTOWN*

CONLAN STATION LISTENING INDEX
Total Coincidental Calls—8,437
January, 1948

Index	Sets *In Use	WENT	Station B	Station C	Station D	Others
8:00 a.m.-10:00 a.m. Mon. thru Sat.	18.0	61.1	22.9	4.3	4.3	7.4
10:00 a.m.-12:00 N Mon. thru Sat.	19.9	58.7	25.7	4.4	6.3	4.9
8:00 a.m.-12:00 N Mon. thru Sat.	19.0	59.9	24.4	4.3	5.3	6.1
12:00 N-2:00 p.m. Sun. thru Sat.	20.9	61.9	23.7	3.1	4.7	6.6
2:00 p.m.-4:00 p.m. Sun. thru Sat.	18.7	51.3	31.6	5.1	5.6	6.4
4:00 p.m.-6:00 p.m. Sun. thru Sat.	18.4	49.6	34.5	5.6	4.3	6.0
12:00 N-6:00 p.m. Sun. thru Sat.	19.3	54.5	29.7	4.6	4.8	6.4
6:00 p.m.-8:00 p.m. Sun. thru Sat.	29.2	49.9	36.8	2.9	2.9	7.5
8:00 p.m.-10:30 p.m. Sun. thru Sat.	35.9	50.1	37.7	3.5	2.5	6.2
6:00 p.m.-10:30 p.m. Sun. thru Sat.	32.9	50.0	37.4	3.2	2.7	6.7

*WENT covers Fulton and Montgomery and portions of other counties with 145,000 in its primary area.

WENT
CBS & MBS for GLOVERSVILLE and JOHNSTOWN
DALE ROBERTSON
General Manager
Natl. Rep: Adam J. Young Jr.

NEW YORK

MARKET INDICATORS FOR NEW YORK

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	14,165,000	'47	13,479,142	'40
BMB Families	4,135,800	'48	3,759,000	'46
Per Cent Radio	96.8	'48	97.6	'46
Radio Families	4,001,700	'48	3,667,000	'46
Number of Business Concerns (1)	257,014	'46	253,623	'39
Domestic Urban Electric Consumers	3,708,000	'46	3,364,000	'39
Private & Commercial Passenger Auto Registrations	2,268,932	'46	2,315,503	'39
Business Telephones	1,680,400	'46	1,277,900	'39
Residential Telephones	2,213,100	'46	1,444,200	'39
Nonagricultural Employment (2)	4,390,000	'46	4,006,000	'39
Total Income Payments to Individuals	$25,624,000,000	'47	11,301,000,000	'39
Per Capita Income Payments	$ 1,781	'47	825	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 531,097,000	'46	224,626,000	'41
Bank Deposits	$40,097,000,000	'46	23,529,000,000	'39
Drug Store Sales	$ 330,072,000	'46	159,639,000	'39
Gross Postal Receipts (4)	$ 193,488,000	'46	118,011,000	'39
Total Private Construction	$ 525,400,000	'46	482,800,000	'39
Private Residential Building	$ 232,500,000	'46	320,100,000	'39
Private Nonresidential Building	$ 231,000,000	'46	113,000,000	'39
Farm Construction	$ 10,600,000	'46	8,700,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARN

$1.26

THESE FIGURES ADD UP
to a rich market for WSYR advertisers

For every $1.00 you sell nationally, you can sell $1.26 in Syracuse.

Effective buying income of Syracuse families is $1,404 higher than the national average.

Syracuse is only the core of rich Central New York whose 400,000 families last year spent $1,074,000,000 on retail purchases alone. And WSYR is the only NBC station in Central New York – all other networks use 3 or more stations to cover this same rich market.

WSYR's local and network shows win an alert, loyal audience . . . an audience ready to *listen* to WSYR's sales messages and with the money to buy WSYR advertised products.

ADD THEM UP and see why advertisers count on WSYR to reach the rich Central New York audience

WSYR
SYRACUSE

570 Kc – 5000 watts
NBC Affiliate in Central New York
Headley-Reed, National Representatives

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LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

WBEN

BUFFALO COURIER EXPRESS STATION

BUFFALO
AND THE
NIAGARA
FRONTIER

Where more than a MILLION spend more than a BILLION a year!

5000 WATTS
DAY & NIGHT
AT 970 KC

OUR NEW COVERAGE MAP—

...a pleasure to show a client!

WRITE FOR IT TODAY

MUTUAL BROADCASTING SYSTEM
WEED & CO. *Representatives*

See page 3 for key to map.

AM STATIONS

City		Frequency	Power	Network
Albany	WABY	1400	250	
	WOKO	1460	1,000-LS	ABC
			500-N	
			CP-5,000-U	
	*WPTR	1540	10,000	
	WROW	590	5,000-LS	MBS
			1,000-N	
	WXKW	850	10,000	
Allegany	*WHDL	1450	250	
Amsterdam	*WCSS	1490	250	
Auburn	WMBO	1340	250	MBS-KBS
Batavia	WBTA	1490	250	MBS
Binghamton	WINR	1490	250	NBC
	WKOP	750	1,000-D	MBS
	WNBF	1290	5,000	CBS
Brooklyn	**WBBR	1330	1,000	
			CP-5,000	
			ST-WEVD,WHAZ	
Buffalo	WBEN	930	5,000	NBC
	WBNY	1400	250	
	WEBR	970	5,000	MBS
	WKBW	1520	50,000	ABC
	WGR	550	5,000	CBS
Cobleskill	*WCSR	1420	1,000-D	
Cortland	WKRT	920	1,000-D	
Elmira	WELM	1400	250	ABC
	WENY	1230	250	NBC-MBS
Endicott	WENE	1450	250	ABC
Freeport	WGBB	1240	100	
Geneva	WGVA	1240	250	MBS

USE

WKOP

750 KCS.—1000 WATTS
to
Sell
BINGHAMTON
Plus
8 NEW YORK and 5 PENNA. COUNTIES
with
WKOP

GOING PLACES WITH MUTUAL

ASK BURN-SMITH or
Write
WKOP
Mutual Broadcasting System

City		Frequency	Power	Network
Glens Falls	WGLN	1230	100	ABC
	WWSC	1450	250	MBS-KBS
Gloversville	WENT	1340	250	CBS-MBS
Hempstead	WHLI	1100	250-D	
Hornell	*WLEA	1320	1,000-D	
	*	1420	1,000-D	
Hudson	WHUC	1230	250	
Ithaca	WHCU	870	1,000	CBS
			L-WWL	
Jamestown	WJOC	1470	1,000-D	
	WJTN	1240	250	ABC
Kenmore	WXRA	1080	1,000-D	
Kingston	WKNY	1490	250	MBS
Lackawanna	WWOL	1120	1,000-D	
Liberty	WVOS	1240	250	
Malone	WICY	1490	250	MBS-KBS
Massena	WMSA	1340	250	ABC
Middletown	WALL	1340	250	MBS-KBS
	*WMDL	1400	100	
Newburgh	WGNY	1220	1,000-D	
New York	WBNX	1380	5,000	
			ST-WAWZ	
	WCBS	880	50,000	CBS
	WEVD	1330	5,000	
			ST-WBBR,WHAZ	
	WHN	1050	50,000	
	WHOM	1480	1,000-LS	
			500-N	
	WINS	1010	50,000-LS	
			10,000-N	
			CP-50,000-U	
	WJZ	770	50,000	ABC
	WLIB	1190	1,000	
			L-WOWO	
	WMCA	570	5,000	
	WNBC	660	50,000	NBC
	WNEW	1130	10,000	
	**WNYC	830	1,000-LS	
			1,000-N-L	
			L-WCCO	
	WOR	710	50,000	MBS
	WOV	1280	5,000	
			ST-WHBI	
	WQXR	1560	10,000	
(Woodside)	WWRL	1600	250	
			CP-5,000	
Niagara Falls	*WHLD	1290	1,000-D	
	WJJL	1440	1,000-D	
Ogdensburg	WSLB	1400	250	MBS-KBS
Olean	WHDL	1450	250	ABC-KBS
Oneonta	*WDOS	1400	250	MBS
	*WONO	1110	250-D	
Oyster Bay	*WKBS	1520	250-D	
Peekskill	*WLNA	1420	500-D	
Plattsburg	WMFF	1340	250	ABC-KBS
	CP-960		CP-1,000	
Poughkeepsie	WKIP	1450	250	ABC
Rochester	WARC	950	1,000	ABC
	WHAM	1180	50,000	NBC
	WHEC	1460	5,000	CBS
	WRNY	680	250-D	
	WSAY	1370	1,000	
			CP-5,000	
	WVET	1280	5,000	MBS
Rome	WKAL	1450	250	MBS
Saranac Lake	WNBZ	1450	250	ABC-KBS
Schenectady	WGY	810	50,000	NBC
	WSNY	1240	250	
Syracuse	WAGE	620	1,000	ABC
			CP-5,000	
	WFBL	1390	5,000	CBS
	WNDR	1260	5,000	MBS
	WOLF	1490	250	
	WSYR	570	5,000	NBC
Troy	WHAZ	1330	1,000	
			ST-WBBR,WEVD	
	WTRY	980	5,000	CBS
Utica	*WFRB	900	1,000-D	
	WGAT	1100	250-D	
	CP-1310		CP-1,000-D	
			500-N	
	WIBX	1230	250	CBS
	CP-950		CP-5,000	
	WRUN	1150	5,000-LS	ABC
			1,000-N	
Watertown	WATN	1240	250	MBS
	WWNY	790	1,000	CBS
White Plains	WFAS	1230	250	

* Construction Permit.

** Non-Commercial Station.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Albany	WROW-FM	93.9	230	2.1
	WRWR	95.5	238	5.3
Allegheny	WSFM	95.7	239	43
Auburn	WMBO-FM	96.1	241	18
Batavia	WBTA-FM	94.3	232	0.310
Bay Shore	WBEY	107.1	296	0.250
Binghamton	WFET	98.1	251	20
	WNBF-FM	100.5	263	12
	WINR-FM	100.7	299	
Brooklyn	WNYE	91.5	218	20
Buffalo	WBNY-FM	92.9	225	48
	WGR-FM	93.7	229	58
	WEBR-FM	96.9	245	15
	WXRA-FM	103.3	277	4.2
	WWOL-FM	104.1	281	20
	WBEN-FM	106.5	293	
Cherry Valley	WVCV	101.9	270	1.4
Coram	WFSS	102.1	276	0.34
Corning	WKNP	106.1	291	4.2
Cortland	WKRT-FM	99.9	260	14
De Ruyter	WVCN	105.1	286	1.3
Elmira	WENY-FM	106.9	295	4.4
Endicott	WENE-FM	101.7	269	540w
Floral Park	WSHS	90.3	212	0.35
Hempstead	WHNY	98.3	252	1
Highmarket	WVBN	107.7	299	

(Continued on page 160)

WMFF PLATTSBURG, NEW YORK

Summary of CONLAN RADIO SURVEY

	SETS IN USE	WMFF	STATION A	OTHER STATIONS B	HOMES CALLED
8-10 A.M.	18.9	**79.1**	8.9	12.0	834
10-12 A.M.	20.1	**74.7**	9.0	16.3	827
TOTAL MORNING	19.5	**76.8**	9.0	14.2	1661
12-2 P.M.	23.4	**74.6**	7.0	18.4	859
2-4 P.M.	20.2	**76.7**	5.7	17.6	872
4-6 P.M.	18.7	**70.6**	6.1	23.3	871
TOTAL AFTERNOON	20.8	**74.1**	6.3	19.6	2602
6-8 P.M.	28.2	**68.5**	10.0	21.5	856
8-10 P.M.	36.5	**63.7**	16.1	20.2	852
TOTAL EVENING	32.3	**65.8**	13.4	20.8	1708

ABC AFFILIATE

WMFF

GROWING TO 1000 WATTS AT 960 ON THE DIAL

PLATTSBURG, N. Y.

JOSEPH HERSHEY McGILLVRA
National Representative

GEORGE F. BISSELL
President and Gen. Mgr.

NO PROGRAM IS COMPLETE WITHOUT **WBNX**

5000 WATTS DIRECTIONAL OVER NEW YORK

A Voice For Outstanding

PROGRAMMING

FOR

LESS RADIO DOLLARS

In a market with more listeners for . . . . . .

NEWS·SPORTS MUSIC

plus

Outstanding PUBLIC SERVICE FEATURES that constantly build community confidence and public interest.

With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

•

ENGLISH and FOREIGN LANGUAGE AUDIENCES

•

For information on how to sell over this (Market-Wise) station . . .

Write, call or phone

MElrose 5-0333

FOR RATES AND MARKET COVERAGE

WBNX

260 E. 161st St., New York 51, N. Y.

N. Y. F M Stations

(Continued from page 159)

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Hornell	WWHG	105.3	287	10
Ithaca	WVFC	95.1	236	
	WHCU-FM	97.3	247	40
Jamestown	WJTN-FM	93.3	227	9.5
Kingston	WKNY-FM	94.9	235	0.11
Lockport	WUSJ	99.3	257	0.810
Massena	WMSA-FM	105.3	287	13
Mineola	WHIA	105.5	288	
New Rochelle	WGNR	93.5	228	1
	WIFM	94.3	232	
New York	WCUV	89.9	210	20
	WFUV	90.7	214	3.5
	WNYC-FM	93.9	230	18
	WQXR-FM	96.3	242	11
	WNBC-FM	96.1	246	1.6
	WGYN	97.9	250	4
	WOR-FM	98.7	254	15
	WABF	99.5	258	15
	WJZ-FM	95.5	238	6.5
	WMCA-FM	92.3	222	10
	WMKA	104.3	282	5
	WMGM-FM	100.3	262	18
	WCBS-FM	101.1	266	5.8
	WGHF	101.9	270	10.3
Niagara Falls	WHLD-FM	98.5	253	20
	WJJL-FM	96.1	241	
Ogdensburg	WSLB-FM	106.1	291	13.7
Oneonta	WDOS-FM	99.1	256	4.2
Oswego	WOPT	104.7	284	3
Poughkeepsie	WHVA	104.7	284	2.3
Rochester	WHEC-FM	96.5	243	65
	WRNY-FM	97.9	250	27
	WHFM	98.9	255	20
Rome	WKAL-FM	95.7	239	32
Schenectady	WGFM	99.5	258	6
	WBCA	101.1	266	3.5
South Bristol	WVBT	101.9	270	
Syracuse	WFBL-FM	93.1	226	8.5
	WSYR-FM	94.5	233	9
	WAGE-FM	98.5	253	1.6
	WNDR-FM	102.5	273	8.5
Troy	WEVR	91.3	217	0.400
	WFLY	92.3	222	5.4
	WTRI	102.7	274	3.5
Utica	WFRB-FM	93.7	229	9.3
	WIBX-FM	96.9	245	9
	WKCJ	103.3	277	8.5
	WRUN-FM	105.7	289	4.3
Watertown	WWNY-FM	100.5	263	14.4
Wethersfield	WFNF	107.7	299	1.3
White Plains	WFAS-FM	103.9	280	0.12
Yonkers	WYON	102.3	272	0.300

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Albany (see also Schenectady-Troy)			
2, 4, 7, 9, 11			
A-H	Hudson Valley Bcstg. Co.		7
A-H	Meredith Champlain Tele. Corp.		9
A-H	Patroon Bcstg. Co.		9
A-H	Van Curler Bcstg. Co.		9
Binghamton 12			
CP	Clark Associates	(WNBF-TV)	12
Buffalo (see also Niagara Falls)			
4, 7, 9			
A-H	WKBW		9
A-H	Buffalo Courier Express		7
A-H	New England Tele. Co.		9
O	WBEN Inc.	(WBEN-TV)	4
A-H	WGR Bcstg. Corp		9
Corning			
A	Corning Leader		9
Elmira 4c, 9c			
A	Elmira Star Gazette		9
Ithaca			
A	Cornell U.		4
New York 2, 4, 5, 7, 9, 11, 13			
O	ABC	(WJZ-TV)	7
L	CBS	(WCBS-TV)	2
L	Allen B. DuMont Labs.	(WABD)	5

IT'S THE POUNDING, POUNDING, POUNDING
IN PERFECT RHYTHM

that sets up a huge circus in a few hours ready to make money.

IT'S THE POUNDING, POUNDING, POUNDING

of your commercials in perfect timing with WPTR's listener-intriguing shows that sets up a demand for your product in the Albany-Schenectady-Troy area.

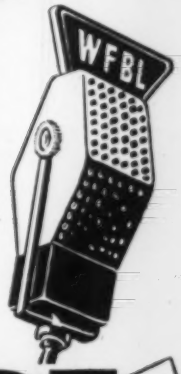
Herb DuVal

WPTR

PATROON BROADCASTING COMPANY
HOTEL TEN EYCK, ALBANY 1, N. Y.

TOP 20 STATIONS

JUNE-JULY 1948
Share-of-Audience
by C. E. HOOPER, INC.



WFBL

Ranks *9th* **(Morning)**
13th **(Afternoon)**

BUT... in SYRACUSE, N.Y.
WFBL *Ranks 1st*
MORNING · AFTERNOON AND EVENING

Ask **FREE & PETERS** *about . . .*

WFBL • WFBL-FM
BASIC CBS
IN SYRACUSE . . . THE NO. 1 STATION

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
CP	Bamberger Bcstg. Service	(WOR-TV)	9
L	NBC	(WNBT)	4
O	WPIX Inc.	(WPIX)	11
Niagara Falls (see also Buffalo)			
A-H	Niagara Falls Gazette		9
Rochester 2, 6, 11			
A-H	Meredith Pub. Co.		11
CP	Stromberg-Carlson	(WHTM)	6
A-H	WARC Inc.		11
A-H	WHEC Inc.		2
Schenectady (see also Albany-Troy)			
L	General Elec. Co.	(WRGB)	4

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Syracuse 5, 8, 10			
CP	Meredith Pub. Co.	(WJTV)	8
CP	Radio Projects	(WTTE)	5
CP	WAGE Inc.	(WAGE-TV)	10
Troy (see also Albany-Schenectady)			
A-H	Troy Bcstg. Co.		9
A-H	Troy Record Co.		11
Utica (see also Rome) 3, 13			
CP	Copper City Bcstg. Corp.	(WKAL-TV)	13
CP	Utica Observer-Dispatch	(WVTL)	3

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing; L indicates license granted.

NEW YORK RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Albany	Albany	41 960	96.8	40 620	Con - Hooper
Amsterdam	Montgomery	9 990	97.6	9 750	
Auburn	Cayuga	10 400	96.3	10 010	Con
Batavia	Genesee	5 150	97.7	5 030	Con
Bay Shore	Suffolk	4 130	97.8	4 040	
Beacon	Dutchess	3 310	96.7	3 200	
Binghamton	Broome	22 720	96.1	21 830	Con
Buffalo	Erie	167 960	98.4	165 270	Con - Hooper
Corning	Steuben	5 050	96.0	4 850	
Cortland	Cortland	5 220	96.7	5 050	Con
Dunkirk	Chautauqua	5 280	96.8	5 110	
Elmira	Chemung	13 790	96.1	13 250	Con
Endicott	Broome	5 230	97.5	5 100	Con
Freeport	Nassau	6 410	97.7	6 260	
Fulton	Oswego	4 080	96.8	3 950	
Geneva	Ontario	4 710	96.8	4 560	Con
Glens Falls	Warren	5 960	96.3	5 740	Con
Gloversville	Fulton	7 950	96.1	7 640	Con
Hempstead	Nassau	6 350	97.6	6 200	Con
Hornell	Steuben	4 940	96.2	4 750	
Hudson	Columbia	3 370	94.7	3 190	Con
Ithaca	Tompkins	6 640	97.0	6 440	Con
Jamestown	Chautauqua	14 620	96.1	14 050	Con
Johnstown	Fulton	3 600	97.5	3 510	Con
Kingston	Ulster	9 080	95.3	3 650	Con
Lackawanna	Erie	5 830	96.7	5 640	
Liberty	Sullivan	1 260	95.2	1 200	
Lockport	Niagara	7 350	97.6	7 170	
Malone	Franklin	2 520	94.4	2 380	
Massena	St. Lawrence	3 040	96.7	2 940	Con
Middletown	Orange	6 210	96.8	6 010	Con
Mineola	Nassau	2 970	95.3	2 830	
Mount Vernon	Westchester	20 180	98.4	19 860	
Newburgh	Orange	10 120	96.1	9 730	Con

1010 does it again with

POWERS OF ATTRACTION

MAGNETIC . . . That's the WINS format of Music, News and Sports. It's selling dollar after dollar of WINS advertised products daily. . . . And at the lowest cost per listener of any other 50,000 watt station in the world's greatest market.

When advertisers buy WINS super salesmen they get radio personalities who are tops in the fields of Music, News and Sports. Their job is fourfold — to inform, to enlighten, to entertain and to sell our advertised products.

The nearest WINS-CROSLEY sales office can give details on how WINS can attract greater sales for you.

WINS
50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

FOR THE BEST IN MUSIC, NEWS AND SPORTS TUNE TO WINS

NEW YORK RADIO MARKETS BY CITIES

(Continued from page 161)

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
New Rochelle	Westchester	15 930	97.6	15 550	
New York City	New York	2 262 650	96.9	2 191 800	Con - Hooper Pulse
Niagara Falls	Niagara	22 460	97.6	21 920	Con
Ogdensburg	St. Lawrence	4 000	96.0	3 840	Con
Olean	Cattaraugus	6 440	96.1	6 190	Con
Oneida	Madison	3 250	96.0	3 120	
Oneonta	Otsego	3 920	96.2	3 770	
Oswego	Oswego	6 320	95.9	6 060	Con
Plattsburg	Clinton	4 120	95.4	3 930	Con
Poughkeepsie	Dutchess	12 530	95.3	11 940	Con
Rochester	Monroe	99 480	97.6	97 090	Con - Hooper
Rome	Oneida	8 610	96.1	8 270	Con
Saranac Lake	Franklin	2 270	95.6	2 170	
Saratoga Springs	Saratoga	4 330	96.1	4 160	
Schenectady	Schenectady	27 960	97.6	27 290	Con - Hooper
Syracuse	Onondaga	63 020	97.6	61 510	Con - Hooper
Troy	Rensselaer	21 720	96.8	21 020	Con - Hooper
Utica	Oneida	29 710	96.1	28 550	Con
Watertown	Jefferson	10 270	95.3	9 790	Con
White Plains	Westchester	11 530	98.4	11 350	Con
Yonkers	Westchester	42 560	97.6	41 540	

NEW YORK RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Albany	70,930	96.8	68,650	38,765	54,039	28,196	300,304	239,818
Allegany	13,860	96.4	13,360	5,328	5,583	2,572	20,702	24,947
Bronx	417,460	97.8	408,480	154,225	----(2)	----(2)	----(1)	760,020
Broome	50,550	97.0	49,050	23,860	56,582	30,147	108,210	133,465
Cattaraugus	22,990	96.7	22,220	10,493	14,385	7,202	43,444	59,586
Cayuga	20,510	97.0	19,890	9,809	13,120	6,472	51,915	51,556
Chautauqua	41,300	97.1	40,110	14,666	30,559	14,781	81,867	91,530
Chemung	23,670	96.4	22,810	12,264	22,148	12,179	55,059	71,294
Chenango	12,780	97.3	12,430	4,221	6,221	2,702	21,412	30,964
Clinton	14,290	95.0	13,570	4,492	5,976	2,585	16,209	34,056
Columbia	14,430	96.6	13,940	6,662	6,383	3,455	28,662	30,732
Cortland	11,170	96.9	10,820	5,854	7,234	3,432	30,655	32,194
Delaware	13,840	96.0	13,290	4,600	5,097	2,658	21,118	34,072
Dutchess	34,280	96.1	32,930	16,637	24,336	12,970	100,564	109,631
Erie	235,010	98.0	230,420	118,406	222,690	121,587	892,698	684,853
Essex	10,730	95.4	10,240	3,956	5,521	2,506	9,795	25,646
Franklin	13,200	93.8	12,380	4,787	5,576	2,158	17,423	33,896
Fulton	16,390	95.9	15,720	8,874	17,599	7,629	36,306	50,228
Genesee	13,450	96.1	12,930	6,644	9,688	5,239	26,692	34,771
Greene	9,710	95.1	9,230	3,515	2,724	1,143	16,646	20,776

(Continued on page 166)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

Check these Facts

about the

Jamestown Market

- The Jamestown trading area has a combined population of a quarter million people.
- Home county of Chautauqua ranks 60th in the US for net effective income per family. Retail sales, $91,530,000; Bank deposits, $81,867,000.00.
- WJOC has 48,150 radio homes in its coverage area.
- WJOC is the most powerful station in Southwestern New York.
- WJOC is your best buy for the Jamestown area.

WJOC

Jamestown, N. Y.

1000 w - 1470 kc

UTICA N. Y.

WRUN

ROME N. Y.

5 KW DAY

1 KW NIGHT

BONUS 10,000 FM SETS

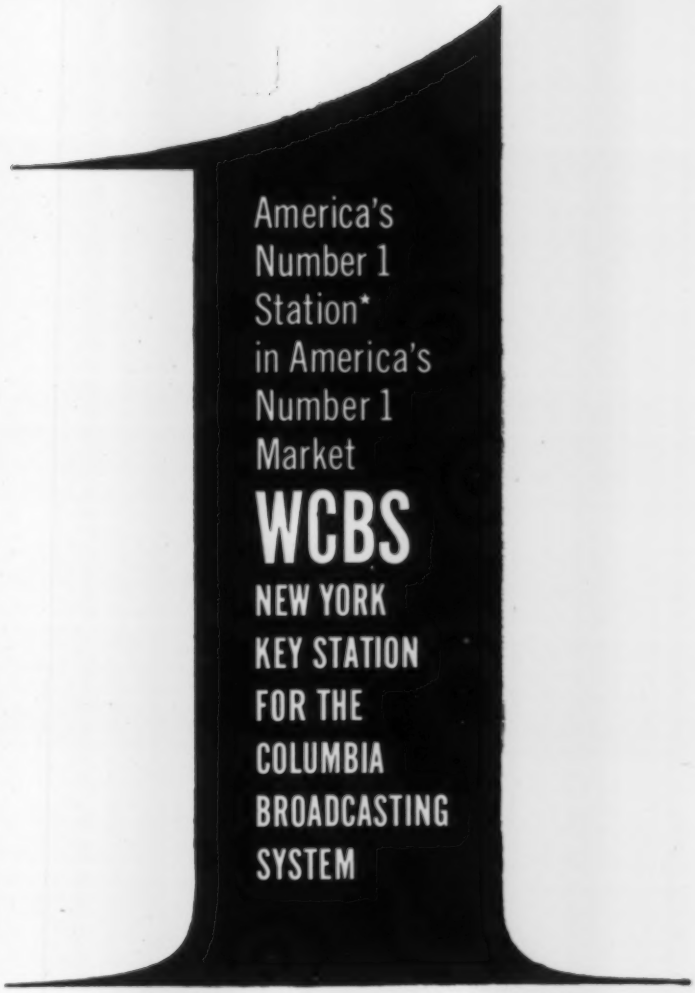
1150 KC

WRUN

THE ONLY ABC

WRUN

STATION BETWEEN ALBANY and SYRACUSE



★*Consistently, throughout the years, WCBS gets more total family listening than any other New York station. This is proved by every survey of New York listening—whether it be Nielsen, Hooper or Pulse.*

NEW YORK RADIO MARKET DATA BY COUNTIES

(Continued from page 164)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Hamilton	1,440	93.1	1,340	386	594	312	492	3,058
Herkimer	18,630	96.0	17,880	7,754	16,108	8,558	34,833	41,934
Jefferson	27,470	94.5	25,970	12,346	15,577	7,713	69,272	70,273
Kings	792,100	97.1	768,760	249,079	----(2)	----(2)	----(1)	1,633,386
Lewis	7,340	93.2	6,840	2,065	2,655	1,382	8,806	12,117
Livingston	11,230	95.0	10,670	4,862	3,761	1,642	15,743	24,150
Madison	13,680	94.5	12,930	6,781	4,760	2,144	25,822	32,112
Monroe	136,050	97.3	132,370	70,925	163,216	96,437	516,313	409,241
Montgomery	18,830	96.5	18,170	8,826	17,377	8,362	52,892	46,904
Nassau	131,880	98.4	129,740	86,413	71,705	43,296	254,630	414,014
New York	605,880	94.8	574,170	189,660	2,736,870(2)	1,766,203(2)	21,688,213	3,333,587
Niagara	47,150	96.8	45,640	21,439	50,608	32,319	119,631	130,870
Oneida	60,210	95.3	57,560	27,398	51,099	28,198	168,163	143,041
Onondaga	91,950	97.0	89,160	46,055	90,642	49,574	294,248	263,680
Ontario	17,020	95.7	16,290	7,835	9,917	5,472	37,505	42,467
Orange	43,550	95.7	41,670	20,855	25,817	12,160	117,604	123,310
Orleans	8,940	94.1	8,410	3,346	4,296	1,750	12,050	17,252
Oswego	22,070	94.8	20,930	9,027	13,298	6,976	40,035	46,273
Otsego	16,510	93.6	15,450	7,338	5,297	2,217	30,427	39,940
Putnam	5,820	96.4	5,610	3,008	1,371	626	8,610	17,734
Queens	399,610	98.6	394,190	181,883	----(2)	----(2)	----(1)	950,920
Rensselaer	38,790	96.3	37,350	13,855	25,117	12,749	100,660	86,258
Richmond	47,600	97.1	46,200	21,078	----(2)	----(2)	----(1)	105,984
Rockland	20,030	96.7	19,370	10,964	12,545	6,608	37,254	51,508
St. Lawrence	27,070	92.6	25,080	9,490	13,354	6,859	37,522	60,167
Saratoga	21,310	95.5	20,350	8,676	10,638	4,980	27,095	45,208
Schenectady	40,410	97.4	39,360	25,319	27,601	21,934	109,376	108,196
Schoharie	7,030	92.2	6,480	2,687	1,425	568	10,616	13,895
Schuyler	4,400	93.2	4,100	1,298	1,612	772	5,356	7,530
Seneca	7,230	94.2	6,810	2,986	3,161	1,436	12,294	12,200
Steuben	27,300	94.2	25,720	12,522	17,172	8,957	35,311	58,406
Suffolk	60,700	97.2	59,030	32,404	20,098	9,885	150,766	175,866
Sullivan	13,210	94.2	12,450	5,011	4,795	2,094	25,409	40,904
Tioga	9,310	92.6	8,620	3,968	4,697	2,001	11,061	17,734
Tompkins	14,030	95.7	13,430	8,015	8,990	4,545	36,962	39,857
Ulster	29,920	94.6	28,310	12,129	14,537	5,983	73,298	63,825
Warren	12,760	95.5	12,190	6,973	10,247	4,880	31,600	34,851
Washington	14,690	93.3	13,700	5,558	6,320	2,941	17,660	23,935
Wayne	17,310	94.9	16,420	7,039	6,648	3,292	32,521	36,715
Westchester	169,380	98.0	165,960	99,643	94,390	51,934	413,571	569,120
Wyoming	10,010	94.6	9,470	4,230	4,261	1,675	17,811	18,922
Yates	5,400	94.1	5,080	2,616	2,857	1,306	11,093	9,940

(1) New York County. (2) Includes the five following counties: Bronx, Kings, New York, Queens and Richmond.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

Serving

The CORTLAND-ITHACA-SYRACUSE BINGHAMTON AREA

WKRT 920 kc 1000 watts

WKRT-FM 99.9 mc 15,000 watts

WKRT—WKRT-FM is a new, powerful medium serving the richest market in the richest state. The annual per capita sales in Cortland Co. are $1070 against the national average of $692. . . . Covering a population of 1,460,492 in 27 counties in N. Y. and Pennsylvania, WKRT offers national and regional advertisers one of radio's best markets.

AM FM 920KC WKRT 99.9MC

GERALD MAYER
President-General M'gr.

Joseph Hershey McGillvra
National Representative

NEW YORK BUREAU

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

250 PARK AVENUE

PLAZA 5-8355

BRUCE ROBERTSON,
Senior Associate Editor

EDWIN H. JAMES,
New York Editor

S. J. PAUL,
Advertising Director

Video Was There

To a startled and unprepared New York television audience, WPIX on Aug. 12 presented the biggest scoop on national news yet scored by video. At 7:30 p.m., just three hours and ten minutes after Mrs. Oksana Kosenkina jumped from a window at the Soviet consulate (see National Affairs), The New York Daily News television station showed a complete newsreel of the events from almost the minute of the Russian teacher's plunge to her departure for the hospital. No other New York station put on a similar film until a full 24 hours later.

One of five newsreel photographers assigned by WPIX to spend Thursday outside the consulate with scores of other news and camera men waiting for a break in the case, Lester Mannix at the cry of alarm dashed inside the adjoining building to press his camera between pickets of the iron fence. He caught pictures of the woman as she still lay alone on the paved court, of the Soviet aides who moments later came to the back door, strained to open it, and clumsily bundled her off inside, and of the policeman who then finally scaled the fence and lumbered across the court to follow the group into the consulate.

The scoop was all the more remarkable since WPIX photographe
almost 5 to take the an
Two hours later, their fil
veloped, printed, and on
commentary was being wri
unrehearsed, this was airec
at the regular evening new
as WPIXers jubilantly pc
day, their movies also scc
beat over the stills in the
which didn't hit the street

Beat

Three hours and ten minutes after Schoolteacher Oksana Stepanovna Kosenkina plunged from the Soviet consulate in Manhattan last week (*see* NATIONAL AFFAIRS), television station WPIX was on the air with a newsreel of the shocking incident. Thousands of televiewers saw Mrs. Kosenkina lying against an iron grille door in the consulate's paved backyard. They saw consulate staff members push at the heavy door (rolling the broken-boned woman roughly on her side) and, in a clumsy panic, try to lift her. They saw two New York policemen, who had scaled the high iron fence around the courtyard, crowd in after the Russians as they carried her into the building.

Other cameramen besides WPIX's Lester Mannix had caught the scene in their lenses. What made television news was the speed shown by WPIX in bringing the drama to its audience. The film was ready in the cutting room by 6; part of it went on the air at 7; the whole film was shown over the regular 7:30 newscast.

WPIX, having scored a clear news beat over all other televis
ly and vocally pro
scored a clear news
the tabloid New Yo
did not hit the stree
50 minutes later. A
ily phase of its beat,
silent.

Newsweek, August 23, 1948

Time Magazine, August 23, 1948

WPIX

NEW YORK CITY • CHANNEL 11

See page 3 for key to map.

NORTH CAROLINA

AM STATIONS

City	Frequency	Power	Network
Ahoskie	*WRCS 970	1,000-D	
Albemarle	WABZ 1010	1,000-D	KBS
Asheboro	WGWR 1260	1,000-D	
Asheville	WISE 1230	250	NBC
	WLOS 1380	5,000-LS	MBS
		1,000-N	
	WNCA 1340	250	ABC-KBS
	WSKY 1490	250	
	WWNC 570	5,000	CBS
Burlington	WBBB 920	1,000-D	MBS
		CP-5,000-D	KBS
	WFNS 1150	1,000-D	
Charlotte	WAYS 610	5,000-LS	ABC-
		1,000-N	MBS
	WBT 1110	50,000	CBS
	WGIV 1600	1,000-D	
	WSOC 1240	250	NBC
Clinton	WRRZ 880	1,000-D	ABC
Concord	WEGO 1410	1,000-D	KBS
Dunn	WCKB 780	1,000-D	KBS
Durham	WDNC 620	5,000-LS	CBS
		1,000-N	
	WDUK 1310	1,000-D	ABC
		CP-1,000-LS	
		500-N	
	WHHT 1590	1,000	MBS
	WSSB 1490	250	
	WTIK 730	1,000-D	
Elizabeth City	WCNC 1400	250	MBS-KBS
	WGAI 560	500-D	
Fayetteville	WFLB 1490	250	
	WFNC 1450	250	MBS
	WWNF 1230	250	
Forest City	WBBO 780	1,000-D	KBS
Gastonia	WGNC 1450	250	ABC-KBS
	WLTC 1370	1,000-D	
Goldsboro	WGBR 1400	250	MBS
Greensboro	WBIG 1470	5,000	CBS
	WCOG 1320	1,000	ABC
	WGBG 980	1,000-D	
Greenville	WGTC 1490	250	MBS
Henderson	WHNC 890	1,000-D	MBS-KBS

(Continued on page 170)

WEEB

Friendly Voice of the Sandhills

SOUTHERN PINES, NORTH CAROLINA

Covering and ably serving the rich "In-Between"* section of North Carolina . . . from the geographical center of the richest state in the south. WEEB serves the "Heart" of the "In-Between"* area for Mutual . . . 15 North Carolina and 3 South Carolina counties that are known world-wide for large tobacco, cotton, and produce markets. Our winter resort market is a byword for sports fans—Pinehurst, Southern Pines. WEEB offers 558,114 people; 62,129 radio homes; $483,462,000 buying income; $301,843,000 retail sales.**

(Area between Charlotte and Raleigh)*

*(** Dixie Engr. Co., Columbia, S. C. July 1948)*

Are you buying the "Little Man Who Isn't There" in the metropolitan markets? Our population is on the uptrend . . . we know! That "Little Man" is spending the winter in our 0.5 mv/m . . . Pinehurst and Southern Pines. He's working busily in our large furniture factories or rayon mills . . . He's in the army at Fort Bragg ! ! ! He's our next door neighbor. YOU can reach him with WEEB. That little man is HERE!

GOING PLACES WITH MUTUAL

WEEB

1000 WATTS 1360 KC.

affiliate of the—

WORLD'S LARGEST NETWORK

MARKET INDICATORS FOR NORTH CAROLINA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	3,698,000	'47	3,571,623	'40
BMB Families	860,200	'48	817,000	'46
Per Cent Radio	87.1	'48	78.3	'46
Radio Families	749,300	'48	640,000	'46
Number of Business Concerns (1)	37,683	'46	33,852	'39
Domestic Urban Electric Consumers	773,000†	'46	456,000†	'39
Private & Commercial Passenger Auto Registrations	553,691	'46	485,616	'39
Business Telephones	118,000	'46	60,200	'39
Residential Telephones	222,200	'46	89,500	'39
Nonagricultural Employment (2)	722,000	'46	616,000	'39
Total Income Payments to Individuals	$3,290,000,000	'47	1,090,000,000	'39
Per Capita Income Payments	$ 890	'47	308	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 61,661,000	'46	13,248,000	'41
Bank Deposits	$1,853,000,000	'46	507,000,000	'39
Drug Store Sales	$ 57,489,000	'46	24,071,000	'39
Gross Postal Receipts (4)	$ 16,587,000	'46	9,011,000	'39
Total Private Construction	$ 138,300,000	'46	64,100,000	'39
Private Residential Building	$ 57,300,000	'46	35,900,000	'39
Private Nonresidential Building	$ 60,000,000	'46	15,700,000	'39
Farm Construction	$ 10,800,000	'46	6,100,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May, 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. †North Carolina figures include South Carolina.

LATEST INFORMATION ON

North Carolina—The South's Number 1 State and WPTF—North Carlina's Number 1 Salesman

NET FARM INCOME

WPTF's Primary Has More Farm Income Than Any Southern State Including North Carolina Itself

	Net Farm Income
WPTF Primary	$544,776,000
North Carolina	522,354,000
Kentucky	481,276,000
Tennessee	417,812,000
Georgia	366,858,000
Mississippi	316,815,000
Virginia	307,418,000
Alabama	282,012,000
South Carolina	228,018,000
Florida	227,509,000

WPTF PRIMARY

WPTF's Primary Population Is 2,722,700. Retail Sales: One Billion And Four Hundred Million Dollars

	WPTF Primary
Population	2,722,700
Retail Sales	$1,470,817,000
Food Sales	318,556,000
General Merchandise	194,504,000
Drug Sales	43,932,000
Effective Buying Income (Gross)	2,380,466,000
Effective Buying Income (Net)	2,203,074,000
Net Farm Dollars	544,776,000

SM

MARKET DATA

All market data based on Sales Management's 1948 Survey.

BMB

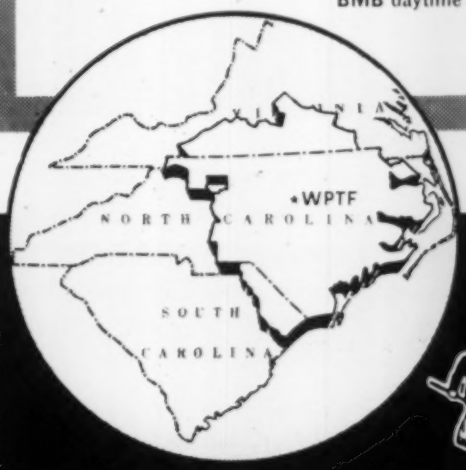
COVERAGE

Primary defined as that 78-county area where WPTF has 50% or more BMB daytime coverage.

A CLEAN SWEEP!

WPTF's audience is 8 times greater than its nearest competitor in 62 counties where WPTF has 50% or more day and night BMB coverage. WPTF ranks first in every single quarter hour from sign on to sign off, day and night, seven days a week!

Source: 1948 LISTENER DIARY STUDY conducted by Audience Surveys, Inc.

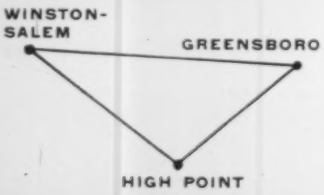


WPTF 680 KC **50,000** WATTS **NBC** AFFILIATE

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NORTH CAROLINA'S GOLDEN TRIANGLE



NO. 1 MARKET IN THE SOUTH'S No. 1 STATE

288,700 People*

$271,683,000. Retail Sales

$410,987,000. Buying Income

*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.

Saturated by

THE STATIONS MOST PEOPLE LISTEN TO MOST!

WSJS

AM WINSTON-SALEM FM

THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE

Represented by

HEADLEY-REED COMPANY

N. C. AM STATIONS

(Continued from page 168)

City		Frequency	Power	Network
Hendersonville	WHKP	1450	250	MBS-KBS
Hickory	WHKY	1290	5,000-LS 1,000-N	ABC-KBS
High Point	WHPE	1070	1,000-D	
	WMFR	1230	250	ABC-KBS
Jacksonville	WJMC	1240	250	MBS
Kannapolis	WGTL	870	1,000-D	
Kinston	WFTC	1230	250	ABC
	WKNS	1000	1,000-D	
Laurinburg	WEWO	1080	1,000-D	
Leaksville	WLOE	1490	100	MBS-KBS
Lenoir	WJRI	1340	250	MBS-KBS
Lexington	WBUY	1450	250	KBS
Lumberton	WTSB	1340	250	MBS-KBS
Monroe	WMAP	1060	250-D	
Morehead City	WMBL	740	1,000-D	
Morganton	WMNC	1490	250	MBS
Mount Airy	WPAQ	740	1,000-D	
New Bern	WHIT	1450	250	MBS
Newton	WNNC	1230	250	MBS
North Wilkesboro	WILX	1450	250	MBS-KBS
	WKBC	810	1,000-D	
Raleigh	WNAO	850	5,000	ABC
	WPTF	680	50,000	NBC
	WRAL	1240	250	MBS
Reidsville	WFRC	1600	1,000	KBS
Roanoke Rapids	WCBT	1230	250	MBS-KBS
Rockingham	WAYN	900	1,000-D	
Rocky Mount	WCEC	810	1,000-D	KBS
	WEED	1450	250	ABC
Roxboro	*	1430	1,000-D	
Salisbury	*WSAT	1280	1,000-D	
	WSTP	1490	250	MBS
Sanford	WWGP	1050	1,000-D	
Shelby	WOHS	730	250-D	MBS
Southern Pines	WEEB	1360	1,000-D	MBS
	WSTS	990	250-D	KBS
Statesville	WSIC	1400	250	MBS
Tarboro	WCPS	760	1,000-D	
Thomasville	WTNC	790	1,000-D	
Wadesboro	WADE	1210	1,000-D	
Washington	*WHED	1340	250	
	WRRF	930	5,000-D	ABC
Waynesville	WHCC	1400	250	
Whiteville	WENC	1240	250	MBS
Wilmington	WGNI	1340	250	MBS
	WMFD	1400	250	ABC
	CP-630		CP-1,000	
Wilson	WGTM	1340	250	MBS
	CP-590		CP-5,000	
	WVOT	1420	1,000-D	
Winston-Salem	WAIR	1340	250	ABC
	WSJS	600	5,000	NBC
	WTOB	710	1,000-D	MBS

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Asheville	WLOS-FM	104.3	282	9.2
	WISE-FM	102.5	273	9.6
	WSKY-FM	101.5	268	16.2
Burlington	WBBB-FM	101.1	266	34
	WFNS-FM	93.9	230	19
Charlotte	WBT-FM	99.9	260	160
	WSOC-FM	103.5	278	38
	WIST	104.7	284	50
	WMIT	106.9	295	300
	WAYS-FM	107.7	299	20
Concord	WEGO-FM	96.5	243	3.8
Durham	WDNC-FM	105.1	286	36
	WDUK-FM	102.5	273	
Fayetteville	WFLB-FM	95.1	236	
	WFNC-FM	98.1	251	12
Gastonia	WGNC-FM	101.9	270	11.1
Goldsboro	WGBR-FM	93.3	227	35
	WBIG-FM	92.3	222	14
	WGBG-FM	100.3	262	36
	WFMY	97.3	247	23
	WCTP	98.7	254	44
Greenville	WGTC-FM	99.1	256	9.7
Hendersonville	WHNC-FM	107.3	297	8.6
Hickory	WHKY-FM	102.9	275	180
High Point	WHPE-FM	95.5	238	37
	WMFR-FM	99.5	258	38
Morgantown	WMGN	94.3	232	0.88
Raleigh	WPTF-FM	94.5	233	12
	WNAO-FM	96.1	241	25
	WRAL-FM	101.5	268	54
Reidsville	WREV	102.1	271	1.6
	WFRC-FM	106.1	291	7.2
Roanoke Rapids	WCBT-FM	98.5	253	10
Rocky Mount	WEED-FM	92.1	221	1
	WCEC-FM	100.7	264	33
Salisbury	WSTP-FM	106.5	293	27
Shelby	WOHS-FM	96.1	241	2.2
Statesville	WSIC-FM	105.7	289	2.4
Wilmington	WMFD-FM	96.3	242	13
Wilson	WGTM-FM	106.7	294	31
Winston-Salem	WAIR-FM	93.1	226	32
	WSJS-FM	104.1	281	48

The "Tobacco Station of the Nation"

where listeners

Eat — Sleep — Dream Tobacco

and buy

Your Products when advertised

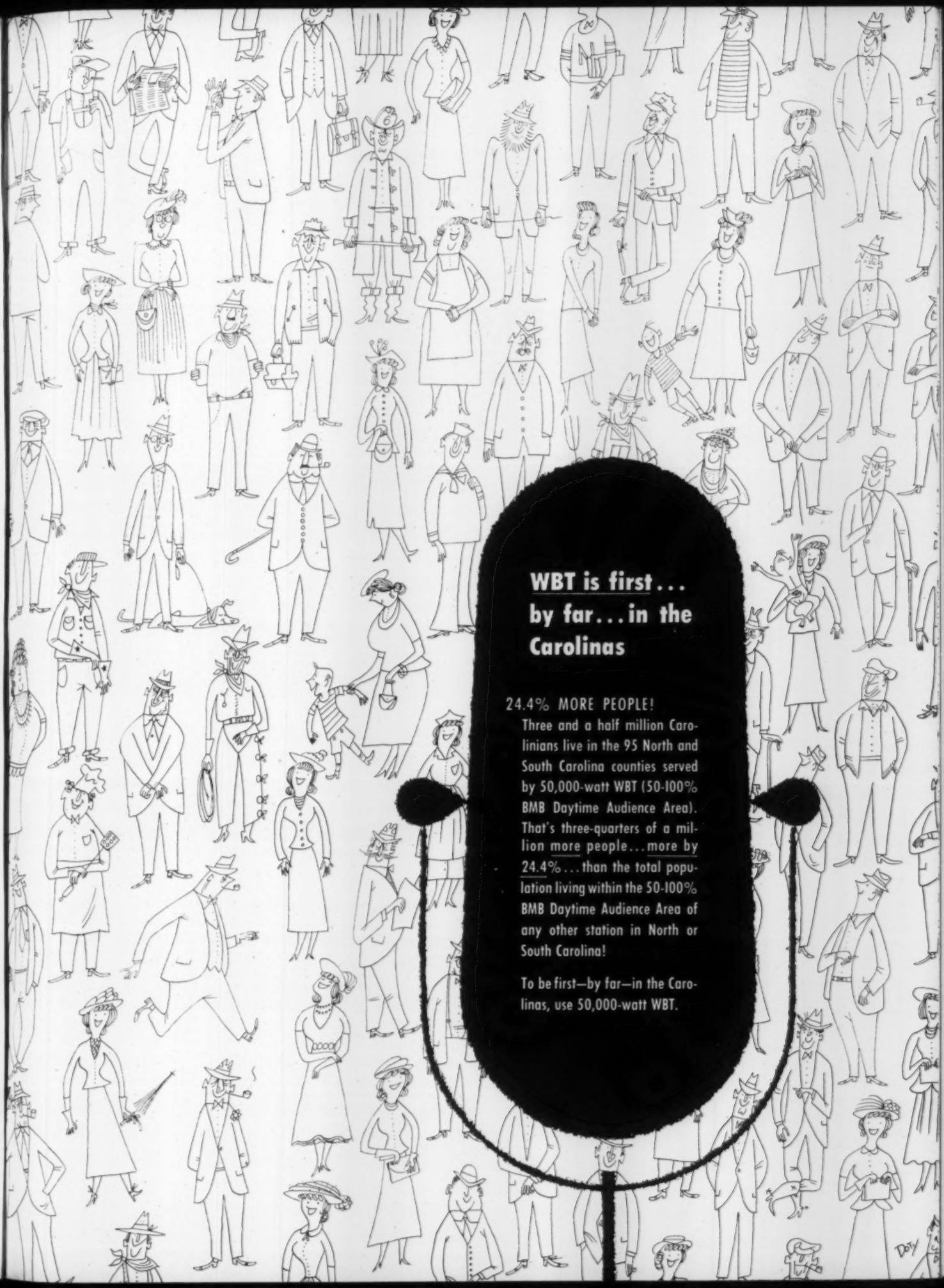
on

WGTM

5 kw on 590 kc

MBS

Weed & Company


WBT is first . . .
by far . . . in the
Carolinas
24.4% MORE PEOPLE!
Three and a half million Carolinians live in the 95 North and South Carolina counties served by 50,000-watt WBT (50-100% BMB Daytime Audience Area). That's three-quarters of a million more people . . . more by 24.4% . . . than the total population living within the 50-100% BMB Daytime Audience Area of any other station in North or South Carolina!
To be first—by far—in the Carolinas, use 50,000-watt WBT.

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Charlotte 3, 9, 11			
A-H	Inter-City Adv. Co.		11
CP	Jefferson Standard Bcstg. Co.	(WBT-TV)	3
A-H	Radio Station	WSOC	9
A-H	Surety Bcstg. Co.		9
Greensboro 2, 10			
CP	Greensboro News Co.	(WTLE)	2
A	Greensboro Bcstg. Co		10
High Point 12c			
A	Radio Station	WMFR	12
Raleigh 5, 11, 13			
A	WPTF Radio Co.		5

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

NORTH CAROLINA RADIO MARKETS BY CITIES

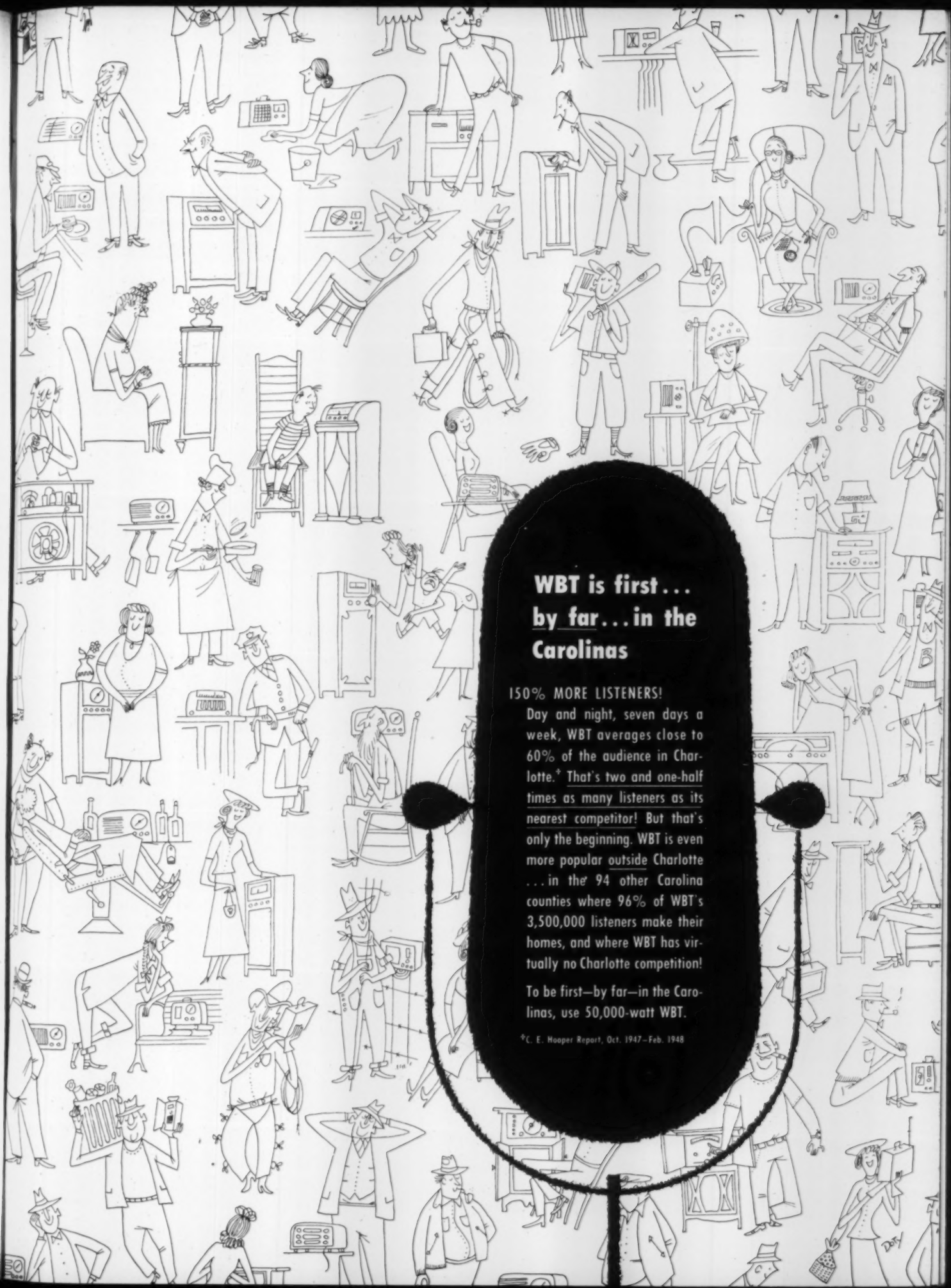
City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Ahoskie	Hertford	660	89.4	590	
Albemarle	Stanly	1 190	95.8	1 140	
Asheboro	Randolph	2 040	91.2	1 860	
Asheville	Buncombe	15 390	90.0	13 850	Con
Burlington	Alamance	3 290	94.8	3 120	Con
Charlotte	Mecklenburg	28 910	88.1	25 470	Con - Hooper
Clinton	Sampson	1 060	83.0	880	
Concord	Cabarrus	4 380	92.9	4 070	Con
Dunn	Harnett	1 490	85.2	1 270	
Durham	Durham	17 690	90.2	15 960	Con
Elizabeth City	Pasquotank	3 360	86.6	2 910	Con
Fayetteville	Cumberland	4 830	81.6	3 940	Con
Forest City	Rutherford	1 330	85.0	1 130	
Gastonia	Gaston	5 830	90.2	5 260	Con
Goldsboro	Wayne	4 800	84.2	4 040	Con
Greensboro	Guilford	16 910	91.1	15 400	Con
Greenville	Pitt	3 520	85.5	3 010	Con
Henderson	Vance	2 120	85.8	1 820	
Hendersonville	Henderson	1 700	89.4	1 520	Con
Hickory	Catawba	3 810	91.9	3 500	Con
High Point	Guilford	11 140	88.7	9 880	Con
Kannapolis	Cabarrus	2 750	96.0	2 640	
Kinston	Lenoir	4 280	85.5	3 660	Con
Laurinburg	Scotland	1 690	80.5	1 360	
Leaksville	Rockingham	510	92.2	470	
Lenoir	Caldwell	2 100	88.1	1 850	
Lexington	Davidson	2 910	90.0	2 620	Con
Lumberton	Robeson	1 660	86.7	1 440	Con
Monroe	Union	1 920	83.9	1 610	
Morehead City	Carteret	1 060	81.1	860	
Morganton	Burke	2 050	91.7	1 880	
New Bern	Craven	3 640	79.4	2 890	Con
North Wilkesboro	Wilkes	1 160	88.8	1 030	
Raleigh	Wake	12 220	93.4	11 410	Con
Reidsville	Rockingham	2 960	88.9	2 630	Con
Roanoke Rapids	Halifax	2 300	89.1	2 050	
Rockingham	Richmond	1 070	85.0	910	
Rocky Mount	Nash	7 220	88.5	6 390	Con
Salisbury	Rowan	5 740	92.3	5 300	Con
Sanford	Lee	1 410	92.2	1 300	
Shelby	Cleveland	3 900	87.7	3 420	Con
Southern Pines	Moore	1 010	84.2	850	
Statesville	Iredell	3 350	88.1	2 950	Con
Tarboro	Edgecombe	1 940	82.0	1 590	
Thomasville	Davidson	2 870	91.6	2 630	Con
Wadesboro	Anson	1 020	85.3	870	
Washington	Beaufort	2 420	81.8	1 980	
Waynesville	Haywood	850	87.1	740	
Whiteville	Columbus	830	88.0	730	
Wilmington	New Hanover	9 930	84.6	8 400	Con
Winston-Salem	Forsyth	23 360	88.3	20 620	Con

NORTH CAROLINA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Alamance	14,350	92.4	13,260	3,587	19,699	7,934	17,520	48,647
Alexander	3,360	86.0	2,890	170	1,014	306	1,660	3,771
Alleghany	2,310	82.3	1,900	116	263	56	1,116	2,014
Anson	5,190	83.8	4,350	644	2,046	686	6,116	10,437
Ashe	5,170	83.2	4,300	103	581	162	3,086	4,210
Avery	3,770	83.3	3,140	75	512	114	1,426	1,904
Beaufort	8,490	82.2	6,980	1,212	2,745	889	8,367	19,261
Bertie	5,580	82.6	4,610	351	1,951	802	5,777	9,044
Bladen	5,710	82.5	4,710	224	2,270	687	3,091	9,723
Brunswick	4,140	81.9	3,390	97	459	137	893	3,589
Buncombe	31,480	89.8	28,270	8,861	24,517	10,409	31,958	100,985
Burke	8,590	90.0	7,730	1,236	7,624	2,662	7,317	18,584
Carbarrus	14,550	93.7	13,630	3,828	25,323	9,376	20,669	49,081
Caldwell	8,250	88.1	7,270	1,008	8,703	3,158	8,398	18,676
Camden	1,230	86.2	1,060	(A-1)	297(1)	86(1)	----	714
Carteret	5,300	83.8	4,440	781	1,785	645	4,114	10,216
Caswell	3,580	83.0	2,970	110	298	105	1,220	3,551
Catawba	13,240	92.0	12,180	2,728	17,448	6,401	17,081	33,879
Chatham	5,390	86.6	4,670	393	2,015	607	3,402	9,302
Cherokee	4,410	84.4	3,720	321	1,340	387	1,994	5,804

(Continued on page 174)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.


WBT is first... by far... in the Carolinas
150% MORE LISTENERS!
Day and night, seven days a week, WBT averages close to 60% of the audience in Charlotte.* That's two and one-half times as many listeners as its nearest competitor! But that's only the beginning. WBT is even more popular outside Charlotte ... in the 94 other Carolina counties where 96% of WBT's 3,500,000 listeners make their homes, and where WBT has virtually no Charlotte competition!
To be first—by far—in the Carolinas, use 50,000-watt WBT.
*C. E. Hooper Report, Oct. 1947–Feb. 1948

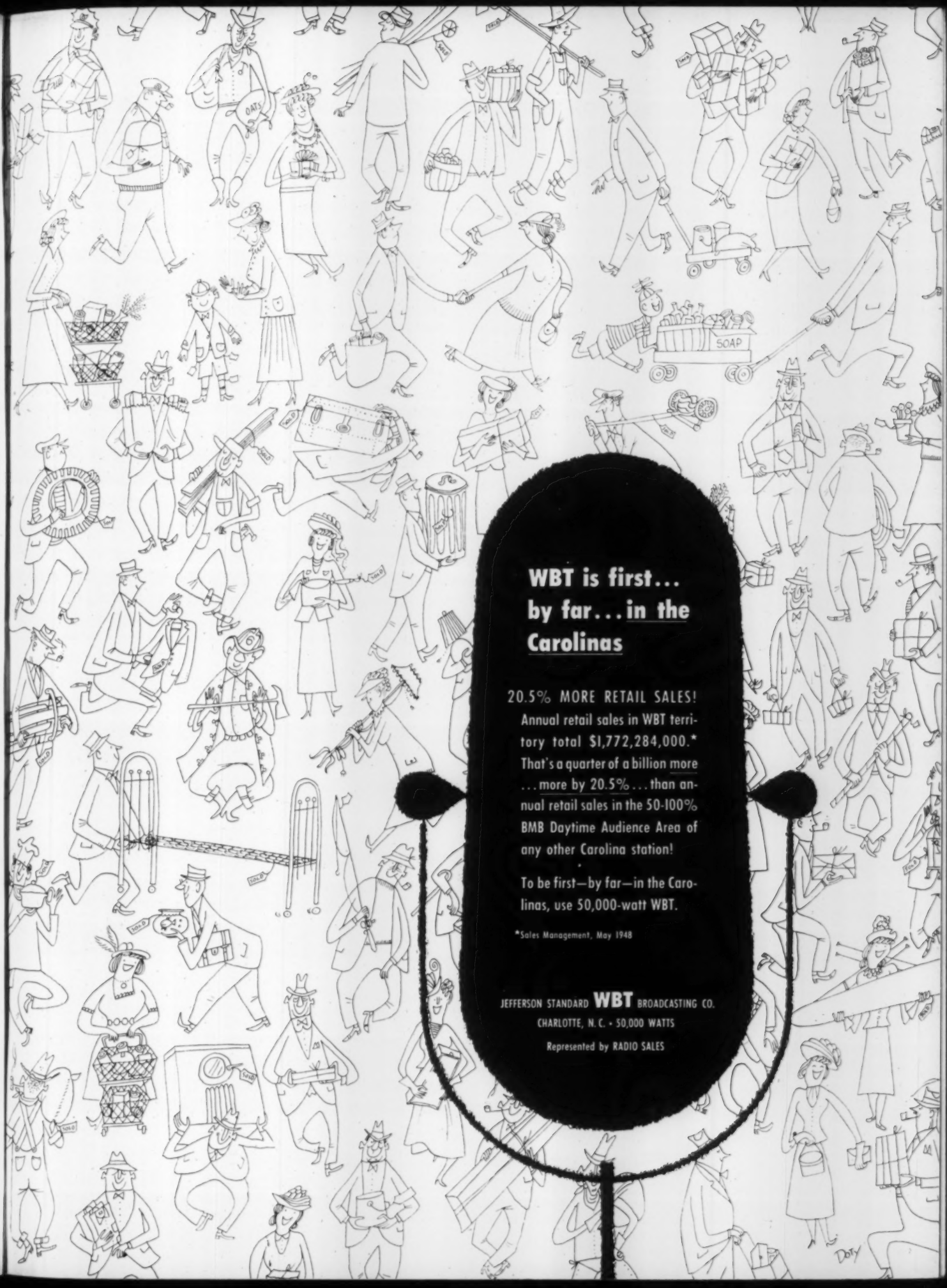
NORTH CAROLINA RADIO MARKET DATA BY COUNTIES

(Continued from page 172)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Chowan	2,120	81.1	1,720	611	1,179	389	3,924	5,932
Clay	1,460	83.6	1,220	67	573	119	----	586
Cleveland	13,630	87.6	11,940	2,051	10,792	4,116	13,948	31,273
Columbus	10,310	82.6	8,520	779	2,827	900	9,754	22,428
Craven	7,860	81.2	6,380	1,568	3,606	1,397	8,164	20,525
Cumberland	13,110	83.4	10,940	4,016	8,937	3,117	16,766	37,571
Currituck	1,960	82.7	1,620	(A-1)	----(1)	----(1)	749	1,666
Dare	1,730	90.2	1,560	243	152	56	806	2,729
Davidson	13,510	91.0	12,290	2,906	12,720	4,467	11,442	28,178
Davie	3,370	89.0	3,000	394	1,348	307	2,040	5,511
Duplin	8,560	82.6	7,070	472	1,398	456	4,873	13,274
Durham	22,770	90.1	20,520	8,186	23,596	9,928	38,719	90,995
Edgecombe	10,120	84.5	8,550	4,619	5,516	2,043	11,016	30,504
Forsyth	36,050	89.8	32,370	10,246	32,974	15,272	54,092	113,147
Franklin	6,600	82.6	5,450	492	1,355	470	3,435	9,356
Gaston	22,960	91.8	21,070	3,124	35,904	14,179	21,750	34,096
Gates	1,900	82.1	1,560	87	218	55	2,363	2,252
Graham	1,690	82.2	1,390	26	188	48	455	1,263
Granville	5,620	83.1	4,670	1,051	1,411	482	7,380	12,359
Greene	3,490	86.8	3,030	116	191	56	1,692	5,127
Guilford	42,500	90.8	38,590	15,773	51,071	21,098	53,031	158,536
Halifax	10,880	83.4	9,070	1,773	7,856	2,634	12,354	27,628
Harnett	9,020	85.9	7,750	1,016	4,091	1,075	8,825	18,932
Haywood	9,220	86.6	7,980	1,240	5,846	2,917	4,851	18,675
Henderson	7,840	88.6	6,950	1,180	3,291	1,090	4,379	18,840
Hertford	3,950	84.8	3,350	524	1,571	522	5,443	8,678
Hoke	2,920	82.9	2,420	210	622	184	2,322	4,651
Hyde	1,830	83.1	1,520	42	144	40	666	1,446
Iredell	12,700	88.8	11,280	2,634	11,853	4,602	12,579	26,530
Jackson	4,310	82.1	3,540	183	1,087	397	2,396	6,939
Johnston	13,310	84.9	11,300	1,251	3,732	1,219	11,717	25,779
Jones	2,560	82.0	2,100	91	296	94	----	2,142
Lee	4,470	89.5	4,000	1,051	2,991	1,099	6,487	12,798
Lenoir	9,230	85.5	7,890	1,767	5,616	1,868	13,008	30,870
Lincoln	5,870	89.1	5,230	634	3,840	1,308	4,416	10,382
McDowell	7,050	87.0	6,130	561	4,613	1,484	3,240	9,833
Macon	4,390	82.0	3,600	224	662	214	1,346	5,694
Madison	4,820	82.0	3,950	207	335	87	3,080	4,448
Martin	5,390	82.2	4,430	747	1,689	491	7,082	13,604
Mecklenburg	40,470	89.2	36,090	18,205	48,326	22,407	105,343	182,860
Mitchell	3,540	87.3	3,090	165	1,443	434	2,436	5,511
Montgomery	3,710	87.3	3,240	562	3,004	843	2,970	7,855
Moore	7,300	86.3	6,300	1,448	4,152	1,450	5,214	16,185
Nash	12,290	84.5	10,380	343	3,649	1,263	15,019	30,319
New Hanover	14,590	86.4	12,610	7,107	16,209	8,115	37,080	58,854
Northampton	5,150	82.5	4,250	391	876	234	5,023	5,548
Onslow	3,380	84.0	2,840	359	918	331	5,691	5,237
Orange	5,580	90.1	5,030	1,243	2,354	797	4,841	11,901
Pamlico	2,470	81.8	2,020	156	243	72	539	1,593
Pasquotank	5,580	86.0	4,800	2,205	3,619	1,315	11,678	17,065
Pender	4,370	81.2	3,550	95	691	249	1,471	4,559
Perquimans	2,140	83.2	1,790	205	536	197	2,264	4,065
Person	4,990	84.2	4,200	477	2,908	1,031	4,541	10,417
Pitt	13,570	84.2	11,430	2,250	4,221	1,428	20,315	40,177
Polk	2,760	87.7	2,420	531	939	329	1,241	3,553
Randolph	10,680	90.1	9,620	1,499	9,321	3,457	10,342	19,463
Richmond	9,110	86.6	7,890	1,383	6,781	2,122	6,294	20,451
Robeson	17,280	82.6	14,280	1,793	5,974	2,089	16,669	37,788
Rockingham	14,870	90.1	13,400	2,534	12,007	5,681	14,697	35,556
Rowan	19,210	92.9	17,850	4,342	11,493	4,433	15,128	49,733
Rutherford	10,560	88.7	9,370	1,320	8,234	3,172	6,402	18,218
Sampson	10,190	81.6	8,320	741	1,587	464	5,841	17,724
Scotland	4,670	81.8	3,820	630	3,800	1,198	6,307	11,315
Stanly	8,670	91.9	7,970	1,415	8,706	3,412	5,737	20,872
Stokes	4,670	85.9	4,010	76	343	96	860	4,999
Surry	9,370	88.4	8,280	1,643	8,900	3,257	10,799	24,387
Swain	1,970	82.7	1,630	80	468	125	767	2,691
Transylvania	2,930	87.4	2,560	230	3,190	1,517	1,559	6,244
Tyrrell	1,100	84.5	930	59	114	30	663	1,446
Union	8,380	86.5	7,250	1,138	2,724	938	6,632	16,807
Vance	6,900	84.5	5,830	1,544	4,744	1,853	11,982	18,785
Wake	27,500	89.9	24,730	9,854	17,000	7,471	45,235	109,238
Warren	5,100	79.2	4,040	497	1,164	278	3,277	7,836
Washington	2,570	85.6	2,200	218	913	316	1,914	4,358
Watauga	4,400	85.0	3,740	398	484	122	2,107	6,280
Wayne	12,640	84.2	10,640	2,126	6,636	2,280	16,188	37,354
Wilkes	9,420	82.8	7,800	811	4,077	1,306	8,054	15,380
Wilson	12,300	84.1	10,340	2,106	5,169	1,769	18,465	34,018
Yadkin	4,900	87.1	4,270	134	271	70	2,315	4,175
Yancey	3,750	81.9	3,070	170	293	78	1,234	2,343

(1)Includes Camden and Currituck Counties. (A-1) Served from adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.



WBT is first... by far... in the Carolinas

20.5% MORE RETAIL SALES! Annual retail sales in WBT territory total $1,772,284,000.* That's a quarter of a billion more ... more by 20.5% ... than annual retail sales in the 50-100% BMB Daytime Audience Area of any other Carolina station!

To be first—by far—in the Carolinas, use 50,000-watt WBT.

*Sales Management, May 1948

JEFFERSON STANDARD **WBT** BROADCASTING CO.
CHARLOTTE, N. C. • 50,000 WATTS
Represented by RADIO SALES

See page 3 for key to map.

MARKET INDICATORS FOR NORTH DAKOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	541,000	'47	641,935	'40
BMB Families	136,600	'48	137,700	'46
Per Cent Radio	96.9	'48	93.5	'46
Radio Families	132,300	'48	128,800	'46
Number of Business Concerns (1)	9,783	'46	10,755	'39
Domestic Urban Electric Consumers	87,000	'46	64,000	'39
Private & Commercial Passenger Auto Registrations	138,953	'46	142,384	'39
Business Telephones	25,000	'46	17,700	'39
Residential Telephones	71,100	'46	26,600	'39
Nonagricultural Employment (2)	80,000	'46	68,000	'39
Total Income Payments to Individuals	$908,000,000	'47	209,000,000	'39
Per Capita Income Payments	$ 1,678	--	325	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 24,028,000	'46	3,594,000	'41
Bank Deposits	$527,000,000	'46	77,000,000	'39
Drug Store Sales	$ 12,133,000	'46	5,243,000	'39
Gross Postal Receipts (4)	$ 3,550,000	'46	2,722,000	'39
Total Private Construction	$ 23,900,000	'46	8,800,000	'39
Private Residential Building	$ 7,200,000	'46	2,300,000	'39
Private Nonresidential Building	$ 4,400,000	'46	1,200,000	'39
Farm Construction	$ 7,700,000	'46	2,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

NORTH DAKOTA

AM STATIONS

City		Frequency	Power	Network
Bismarck	KFYR	550	5,000	NBC
Devils Lake	KDLR	1240	250	MBS
Dickinson	KDIX	1230	250	KBS
Fargo	KFGO	790	5,000	ABC
	WDAY	970	5,000	NBC
	*KVNJ	900	1,000-D	
Grand Forks	**KFJM	1440	1,000-LS 500-N SH-KILO	
	KILO	1440	1,000-LS 500-N SH-KFJM	CBS
	KNOX	1400	250	MBS
	*KVNW	1260	1,000-LS 500-N	
Jamestown	KSJB	600	5,000	CBS-MBS
Mandan	KGCU	1270	1,000-LS 250-N	MBS
Minot	KLPM	1390	5,000-LS 1,000-N	MBS
Valley City	KOVC	1490	250	MBS-KBS
Williston	*KWBM	1450	250	

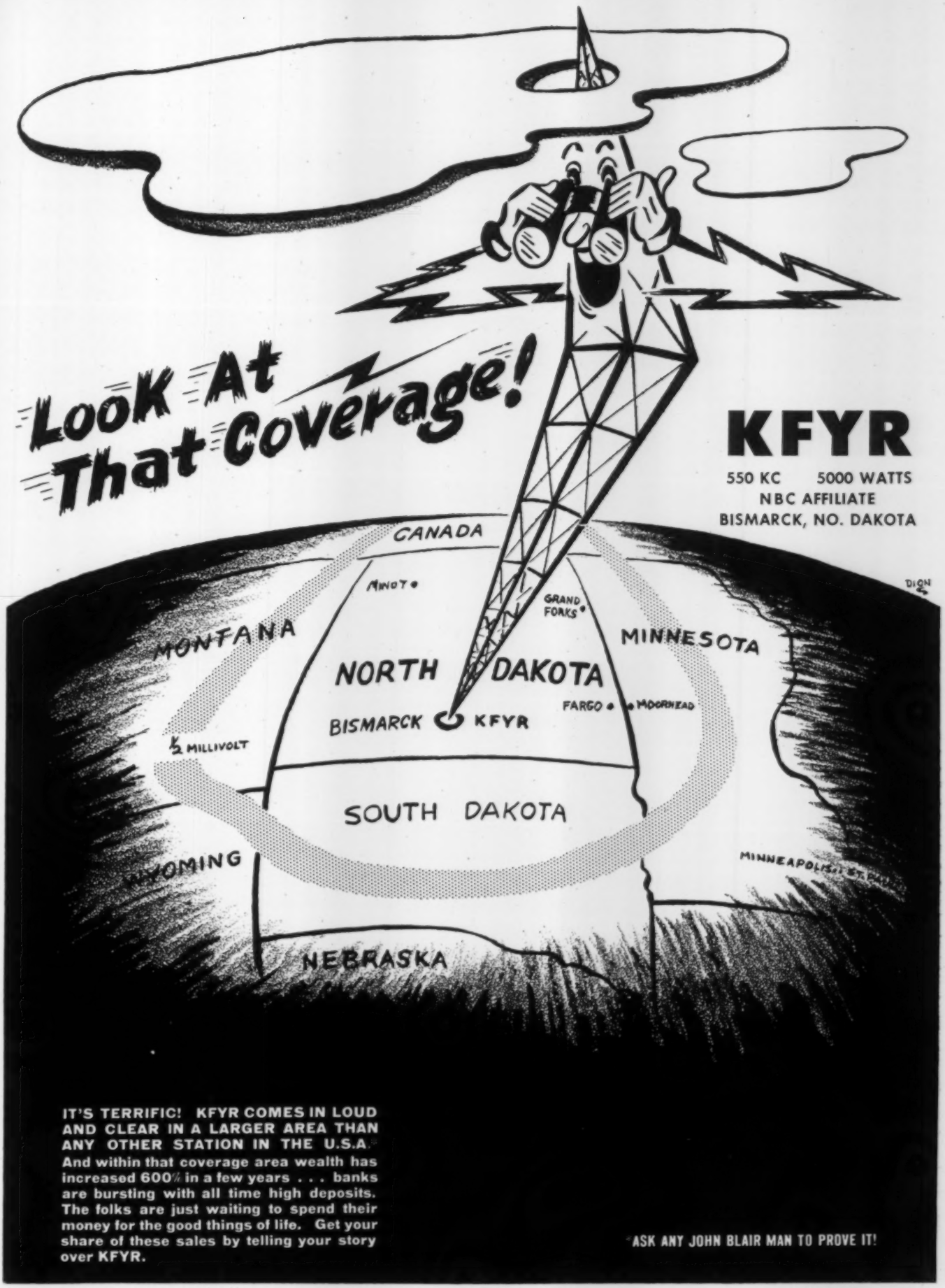
* Construction Permit.
** Non-Commercial Station.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Fargo	KVNJ-FM	92.3	222	64

NORTH DAKOTA RADIO MARKETS BY CITIES

Bismarck	Burleigh	2 710	97.8	2 650	Con
Devils Lake	Ramsey	1 070	97.2	1 040	Con
Dickinson	Stark	1 030	96.1	990	Con
Fargo	Cass	5 970	98.5	5 880	Con
Grand Forks	Frand Forks	3 680	97.8	3 600	Con
Jamestown	Stutsman	1 550	98.1	1 520	
Mandan	Morton	1 100	98.2	1 080	
Minot	Ward	3 040	97.6	2 980	Con
Valley City	Barnes	1 140	97.4	1 110	Con


Look At That Coverage!
KFYR
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA
CANADA
MINOT
GRAND FORKS
MONTANA
NORTH DAKOTA
MINNESOTA
FARGO
MOORHEAD
BISMARCK
KFYR
½ MILLIVOLT
SOUTH DAKOTA
WYOMING
MINNEAPOLIS-ST. PAUL
NEBRASKA
DION
IT'S TERRIFIC! KFYR COMES IN LOUD AND CLEAR IN A LARGER AREA THAN ANY OTHER STATION IN THE U.S.A. And within that coverage area wealth has increased 600% in a few years . . . banks are bursting with all time high deposits. The folks are just waiting to spend their money for the good things of life. Get your share of these sales by telling your story over KFYR.
ASK ANY JOHN BLAIR MAN TO PROVE IT!

NORTH DAKOTA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	1,120	93.8	1,050	543	308	104	2,811	2,860
Barnes	4,010	97.0	3,890	1,792	1,159	409	6,457	13,585
Benson	2,820	96.8	2,730	879	280	90	4,228	4,918
Billings	500	92.0	460	7	7	1	----	297
Bottineau	3,000	97.0	2,910	1,319	500	166	4,802	7,254
Bowman	950	95.8	910	471	288	87	2,635	3,104
Burke	1,790	96.1	1,720	624	285	109	1,679	3,349
Burleigh	4,300	97.4	4,190	2,816	3,161	1,383	17,675	27,927
Cass	10,300	98.5	10,150	7,415	11,440	5,231	35,212	75,324
Cavalier	3,040	96.7	2,940	754	281	84	3,385	7,029
Dickey	2,300	97.0	2,230	787	747	199	2,723	5,895
Divide	1,760	97.7	1,720	576	339	122	3,973	3,540
Dunn	1,920	95.3	1,830	223	136	50	1,936	2,232
Eddy	1,170	98.3	1,150	531	265	88	1,964	4,343
Emmons	2,380	95.0	2,260	349	305	92	3,143	3,924
Foster	1,290	96.1	1,240	463	317	102	2,116	4,429
Golden Valley	800	93.8	750	427	202	62	2,077	2,511
Grand Forks	6,830	97.8	6,680	4,966	4,896	2,028	20,093	42,472
Grant	1,890	94.2	1,780	212	135	40	2,226	2,232
Griggs	1,430	97.2	1,390	400	213	66	2,749	3,209
Hettinger	1,620	95.7	1,550	809	367	121	5,068	4,133
Kidder	1,610	96.9	1,560	146	135	39	1,883	2,616
La Moure	2,450	97.1	2,380	745	330	113	4,478	4,622
Logan	1,580	95.6	1,510	132	166	46	1,847	2,407
McHenry	3,140	96.5	3,030	1,191	498	180	4,702	6,157
McIntosh	2,050	94.2	1,940	180	313	89	2,772	3,367
McKenzie	1,840	96.2	1,770	230	160	53	1,704	2,964
McLean	3,640	96.2	3,500	908	418	172	5,248	6,452
Mercer	1,990	94.5	1,880	373	283	76	2,765	3,924
Morton	3,800	97.4	3,700	2,129	1,335	504	8,401	12,749
Mountrail	2,560	96.9	2,480	921	376	109	4,875	5,406
Nelson	2,000	97.0	1,940	1,065	362	111	4,115	4,884
Oliver	890	96.6	860	140	37	7	----	645
Pembina	3,320	97.6	3,240	1,415	473	157	6,728	9,347
Pierce	1,910	96.3	1,840	602	371	131	4,361	5,354
Ramsey	3,140	97.5	3,060	1,821	1,267	476	7,788	16,254
Ransom	2,230	97.8	2,180	885	332	102	4,439	6,610
Renville	1,430	98.6	1,410	858	194	70	1,586	2,912
Richland	4,520	98.0	4,430	1,795	1,163	377	7,115	15,660
Rolette	1,950	92.8	1,810	514	287	86	2,866	5,634
Sargent	1,990	97.5	1,940	582	207	58	1,942	3,435
Sheridan	1,460	95.9	1,400	349	99	30	1,459	2,163
Sioux	750	92.0	690	35	48	10	----	1,483
Slope	780	94.9	740	42	36	5	----	401
Stark	2,990	96.0	2,870	1,200	1,406	499	10,208	10,708
Steele	1,470	97.3	1,430	372	132	39	1,984	2,407
Stutsman	4,700	97.4	4,580	1,700	1,675	682	8,189	18,401
Towner	1,650	96.4	1,590	547	239	78	2,737	4,674
Traill	2,670	98.1	2,620	1,573	645	219	8,222	9,050
Walsh	4,000	97.0	3,880	1,900	807	292	10,567	14,638
Ward	6,620	97.6	6,460	4,651	4,065	1,742	20,134	34,014
Wells	2,590	96.9	2,510	918	394	135	4,727	6,784
Williams	3,660	96.7	3,540	1,890	1,417	503	8,908	13,986

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

for a **SUNDAY PUNCH** *every day!*

790 kc

KFGO

5000 watts

FARGO

The Greatest Coverage in the Rich Red River Valley!

ABC

Charles G. Burke, *Gen. Mgr.*

"MORE WALL PAPER, SUSIE, FOR THE SHOPPIN' LIST!"

YOU betcha, we-uns in the Red River Valley do everything *big scale!* Shoppin', farmin'—spendin' for all kinds of things.

Must be we "listen big," too—*and to WDAY.* Here's proof: This Spring an advertiser on WDAY ran a test campaign using 30 top-notch radio stations in eleven states in Mid-America. It was a "boxtop-premium" offer, and at the end, WDAY headed the list with a $.027 *average cost-per-order!* The average for all the other 30 stations was $.485—*about 18 times more than WDAY's cost!*

If you want to hear more about WDAY's 26-year-old ability to get *buying action* from folks in these parts, just ask Free & Peters for the facts!

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

See page 3 for key to map.

OHIO

AM STATIONS

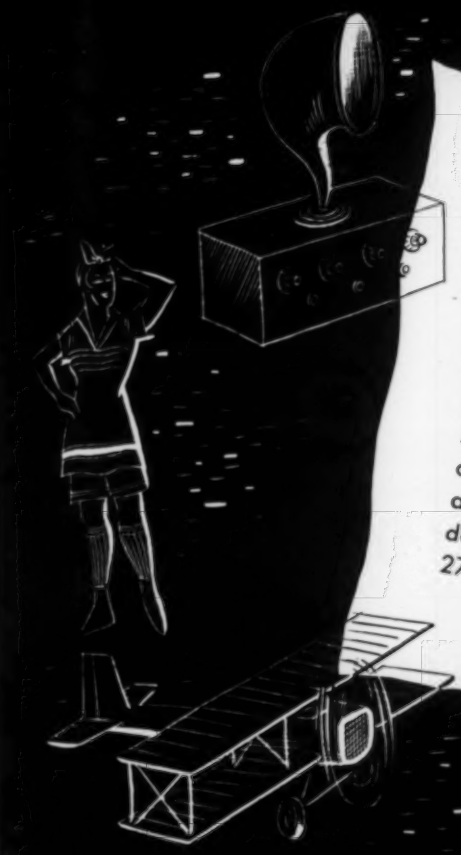
City		Frequency	Power	Network
Akron	WADC	1350	5,000	CBS
	WAKR	1590	5,000	ABC
	WHKK	640	1,000-LS L-N-1,000;KFI	MBS
Ashtabula	WICA	970	1,000-D CP-5,000-LS 1,000-N	
Bellaire	WTRF	1290	1,000-D	MBS
Cambridge	*WILE	1270	1,000-D	
Canton	WAND	900	500-D	
	WCMW	1060	1,000-D	
	WHBC	1480	5,000	ABC-MBS
Chillicothe	WBEX	1490	250	
Cincinnati	WCKY	1530	50,000	
	WCPO	1230	250	MBS
	WKRC	550	5,000-LS 1,000-N	CBS
	WLW	700	50,000	NBC
	WSAI	1360	5,000	ABC
Cleveland	WGAR	1220	50,000	CBS
	WHK	1420	5,000	MBS
	WJMO	1540	1,000-D	
	WJW	850	5,000	ABC
	WTAM	1100	50,000	NBC
Cleveland Heights	WSRS	1490	250	
Columbus	WBNS	1460	5,000-LS 1,000-N	CBS
	WCOL	1230	250	ABC
	WHKC	610	1,000 CP-5,000	MBS
Columbus	**WOSU	820	5,000 L-LS, Dallas	
Coshocton	WTNS	1560	1,000-D	
Dayton	WHIO	1290	5,000	CBS
	WING	1410	5,000	ABC
	*WPLT	980	5,000	
East Liverpool	WLIO	1570	1,000-D	
Elyria	*WEOL	930	1,000	
Findlay	WFIN	1330	1,000-D	KBS
Hamilton	WMOH	1450	250	MBS
Lancaster	*WHOK	1320	500-D	
Lima	WLOK	1240	250	NBC
	*WIMA	1150	1,000	
Mansfield	WMAN	1400	250	ABC
Marietta	WMOA	1490	250	MBS-KBS
Marion	WMRN	1490	250	ABC-KBS
Middletown	WPEB	910	1,000-D	
Piqua	WPTW	1570	250-D	
Portsmouth	WPAY	1400	250	CBS
Sandusky	WLEC	1450	250	MBS
Springfield	WIZE	1340	250	ABC
	WJEL	1600	500-D	KBS
	WWSO	1210	250-D	
Steubenville	WSTV	1340	250	MBS
Toledo	WSPD	1370	5,000	NBC
	WTOD	1560	1,000-D	
	WTOL	1230	250	ABC
Warren	WRRN	1400	250	MBS
		CP-1440	CP-5,000	
Wooster	WWST	960	500-D	
Worthington	WRFD	880	5,000-D	
Youngstown	WFMJ	1450	250	ABC
		CP-1390	CP-5,000	
	WKBN	570	5,000	CBS
Zanesville	WHIZ	1240	250	NBC

* Construction Permit.
** Non-Commercial Station.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Akron	WADC-FM	96.5	243	19.5
	WAKR-FM	97.5	248	20
Alliance	WFAH	101.7	269	1
Ashland	WATG	101.3	267	10.2
Ashtabula	WICA-FM	103.7	279	48
Bellaire	WTRF-FM	100.5	263	20
Canton	WAND-FM	92.5	223	14
	WHBC-FM	94.1	231	25
	WCMW-FM	94.9	235	15
Cheviot	WVAW	96.7	244	0.340
Cincinnati	WLWA	101.1	266	9
	WCTS	101.9	270	12.6
	WSAI-FM	102.7	274	16
	WOYO	104.3	282	
	WCPO-FM	105.1	286	
Cleveland	WBOE	90.3	212	10
	WERE-FM	98.5	253	12
		99.5	258	
	WHK-FM	100.7	264	20
	WEWS-FM	102.1	271	10.3
	WCUO	103.3	277	20

(Continued on page 182)



WSPD First in 1921

PIONEER IN TOLEDO RADIO

Let your mind wander back to the year 1921—the year that WSPD was founded. You may well remember the days of cumbersome earphones, unpredictable batteries, and of the delicate task of moving a small wire across a crystal surface. Those were Radio's first days—the days of Marconi, Dr. Lee De Forest, Dr. Frank Conrad, Edward J. Nally and many others. Those were WSPD's first days, and they were difficult ones as is always true in pioneering. But work and science and financial risk have developed Radio into the vital force that it is today. What were dreams 27 years ago, have now become an integral part of the American family.

WSPD First in 1948

PIONEER IN TOLEDO TELEVISION

Today still more dreams are dissolving into exciting realities. Again WSPD is pioneering and leading the way by presenting to Toledo the world's most dynamic medium of communication—TELEVISION.

For ages, one of Man's most common fancies has been to increase the power of his eyes—to bring within the scope of his vision events happening elsewhere. He has hired soothsayers, gazed into crystal balls—all to no avail. But where magic fell short, science has succeeded. Electronics has opened the door to Television, and in turn, the door to a great, new medium of advertising.

Radio Station WSPD, Mindful Of Its Responsibility To Advertiser And Community Alike, Is Proud To Present To Both This Powerful, New Medium Of Communication.

RADIO STATION
WSPD
AM · FM · Television
TOLEDO, OHIO

A FORT INDUSTRY STATION

OHIO FM STATIONS

(Continued from page 180)

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Cleveland	WJW-FM	104.1	281	7.5
	WTAM-FM	105.7	289	11.5
Cleveland	WMUY	106.5	293	20
Cleveland Hts.	WSRS-FM	95.3	237	1
Columbus	WCOL-FM	92.3	222	33
	WVKO	94.7	234	39
	WLWF	96.3	242	4.7
	WELD	97.1	246	60
	WRFD-FM	97.9	250	
	WHKC-FM	98.7	254	15
Coshocton	WTNS-FM	103.1	276	0.600
Dayton		95.1	236	19.5
	WLWB	97.5	248	
	WHIO-FM	99.1	256	20
	WMOI	101.5	268	20
	WDYT	104.7	284	20
Dover	WTUS	107.1	296	0.7
Elyria	WEOL-FM	107.3	297	48
Findlay	WFIN-FM	100.5	263	8.2
Fostoria	WFOB	105.5	288	0.45
Fremont	WFRO	99.3	257	1.0
Hamilton	WMOH-FM	103.5	278	8.7
Lakewood	WLAL	104.9	285	0.580
Lima	WIMA-FM	102.1	271	50
	WLOK-FM	103.3	277	25
Mansfield	WMAN-FM	106.1	291	10.4
Marion	WMRN-FM	106.9	295	2.3
Newark	WCLT	100.3	262	8.5
Painesville	WLCY	101.7	269	0.970
Portsmouth	WPAY-FM	104.1	281	7
Ravenna	WKRV	92.1	221	1
Shaker Heights	WIKH	93.5	228	
Springfield	WJEM	103.9	280	
Steubenville	WSTV-FM	103.5	278	2
Tiffin	WTFM	98.3	252	0.450
Toledo	WTDS	91.3	217	0.730
	WTRT	99.9	260	
	WSPD-FM	101.5	268	20
	WTOL-FM	104.7	284	20
	WEAL	107.9	300	65
Warren	WRRN-FM	107.9	300	3.2
Wooster	WWST-FM	104.5	283	13
Youngstown	WFMJ-FM	105.1	286	50
	WKBN-FM	98.9	255	19
Zanesville	WHIZ-FM	107.7	299	20

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Akron 7			
A-H	Allen T. Simmons		11
A-H	Summit Radio Corp.		11
Bellaire (see also Wheeling, W. Va.) 12			
A-H	Tri-City Bcstg. Co.		12
Canton 9			
A	Brush-Moore Newspapers		7 or 9
Cincinnati 2, 4, 7, 11			
CP	Radio Cincinnati	(WKRC-TV)	11
O	Crosley Bcstg. Corp.	(WLWT)	4
A-H	Allen B. DuMont Labs.		2
CP	Scripps-Howard Radio	(WCPO-TV)	7
Cleveland 2, 4, 5, 7, 9			
A-H	Cleveland Bcstg.		2
A-H	Allen B. DuMont Labs.		2
CP	Empire Coil Co.	(WXEL)	9
CP	NBC	(WNBK)	4
O	Scripps-Howard Radio	(WEWS)	5
A-H	United Bcstg. Co.		7
A-H	WGAR Bcstg. Co.		7
A-H	WJW Inc.		2
Columbus 3, 6, 10			
CP	Crosley Bcstg. Corp.	(WLWC)	3
CP	Picture Waves	(WTVN)	6
CP	TV Inc.	(WBNT)	10
Dayton 5, 13			
CP	Crosley Bcstg. Corp.	(WLWD)	5
CP	Miami Valley Bcstg. Corp.	(WHIO-TV)	13
Toledo 13			
O	Fort Industry Co.	(WSPD-TV)	13
A	Maumee Valley Bcstg. Co.		11
A	Toledo Blade Co.		10
Youngstown 13			
A-H	Mansfield Radio Co.		13
A-H	Vindicator Printing Co.		13
A-H	WKBN Bcstg. Corp.		13

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

MARKET INDICATORS FOR OHIO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	7,675,000	'47	6,907,612	'40
BMB Families	2,239,300	'48	2,085,000	'46
Per Cent Radio	97.4	'48	95.4	'46
Radio Families	2,180,600	'48	1,989,000	'46
Number of Business Concerns (1)	109,561	'46	113,527	'39
Domestic Urban Electric Consumers	1,823,000	'46	1,536,000	'39
Private & Commercial Passenger Auto Registrations	1,843,892	'46	1,702,761	'39
Business Telephones	524,300	'46	325,900	'39
Residential Telephones	1,448,000	'46	650,300	'39
Nonagricultural Employment (2)	2,259,000	'46	1,744,000	'39
Total Income Payments to Individuals	$11,061,000,000	'47	4,154,000,000	'39
Per Capita Income Payments	$ 1,441	'47	603	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 269,817,000	'46	64,481,000	'41
Bank Deposits	$ 6,954,000,000	'46	2,615,000,000	'39
Drug Store Sales	$ 180,986,000	'46	83,003,000	'39
Gross Postal Receipts (4)	$ 58,921,000	'46	40,157,000	'39
Total Private Construction	$ 514,400,000	'46	202,900,000	'39
Private Residential Building	$ 180,700,000	'46	125,400,000	'39
Private Nonresidential Building	$ 260,900,000	'46	42,100,000	'39
Farm Construction	$ 12,200,000	'46	9,100,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

OHIO RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Akron	Summit	78 370	98.3	77 040	Con - Hooper
Alliance	Stark	7 770	97.4	7 570	
Ashland	Ashland	4 610	98.3	4 530	
Ashtabula	Ashtabula	7 240	97.9	7 090	Con
Athens	Athens	2 990	98.0	2 930	
Bellaire	Belmont	4 430	95.3	4 220	
Cambridge	Guernsey	5 320	95.3	5 070	
Canton	Stark	35 270	98.1	34 590	Con
Chillicothe	Ross	6 890	97.0	6 680	
Cincinnati	Hamilton	162 520	97.0	157 640	Con - Hooper Pulse
Cleveland	Cuyahoga	290 090	97.9	284 000	Con - Hooper
Cleveland Heights	Cuyahoga	18 060	99.6	17 990	
Columbus	Franklin	100 090	98.1	98 230	Con - Hooper
Coshocton	Coshocton	4 140	97.3	4 030	Con
Dayton	Montgomery	71 500	98.0	70 000	Con - Hooper
Dover	Tuscarawas	3 240	96.9	3 140	
East Cleveland	Cuyahoga	14 520	99.6	14 460	
East Liverpool	Columbiana	7 810	97.4	7 610	
Elyria	Lorain	8 610	98.7	8 500	
Findlay	Hancock	7 350	98.4	7 230	Con
Fostoria	Seneca	4 640	97.8	4 540	
Fremont	Sandusky	5 210	97.9	5 100	
Hamilton	Butler	16 940	97.0	16 430	Con
Lakewood	Cuyahoga	25 120	99.6	25 020	
Lancaster	Fairfield	7 470	97.3	7 270	
Lima	Allen	15 360	98.3	15 100	Con
Lorain	Lorain	13 550	97.9	13 270	
Mansfield	Richland	12 870	98.3	12 650	Con
Marietta	Washington	5 230	96.2	5 030	Con
Marion	Marion	10 460	97.3	10 180	Con
Massillon	Stark	8 750	97.0	8 490	
Middletown	Butler	9 970	97.9	9 760	Con
Mount Vernon	Knox	3 690	98.4	3 630	
Newark	Licking	11 320	97.3	11 020	
New Philadelphia	Tuscarawas	4 400	98.0	4 310	
Norwood	Hamilton	11 950	99.6	11 900	
Painesville	Lake	4 040	98.8	3 990	
Piqua	Miami	5 760	98.8	5 690	Con
Portsmouth	Scioto	13 010	96.2	12 520	Con
Ravenna	Portage	2 850	98.2	2 800	
Salem	Columbiana	4 130	98.8	4 080	
Sandusky	Erie	8 550	98.2	8 400	Con
Springfield	Clark	24 050	97.4	23 420	Con
Steubenville	Jefferson	11 510	97.0	11 160	Con
Tiffin	Seneca	5 360	97.9	5 240	
Toledo	Lucas	94 860	98.7	93 730	Con - Hooper
Warren	Trumbull	13 470	98.3	13 240	Con
Wooster	Wayne	4 040	98.3	3 970	
Worthington	Franklin	520	98.1	510	
Xenia	Greene	3 870	95.3	3 690	
Youngstown	Mahoning	49 330	97.4	48 050	Con - Hooper
Zanesville	Muskingum	13 120	97.0	12 720	Con

H.C.L.

Means "high cost of living" but to WILE it means "huge circle of listeners."

To be specific, WILE's "h.c.l." is a potential of 505,610 listeners in southeastern Ohio.

You can't effectively cover southeastern Ohio without

WILE

1270 KC — 1000 WATTS — CAMBRIDGE, OHIO

CAN 250,862 LISTENERS BE WRONG?

FROM TOLEDO TO CLEVELAND . . .

AND 42 MILES SOUTH

WLEC AND 423 CLIENTS

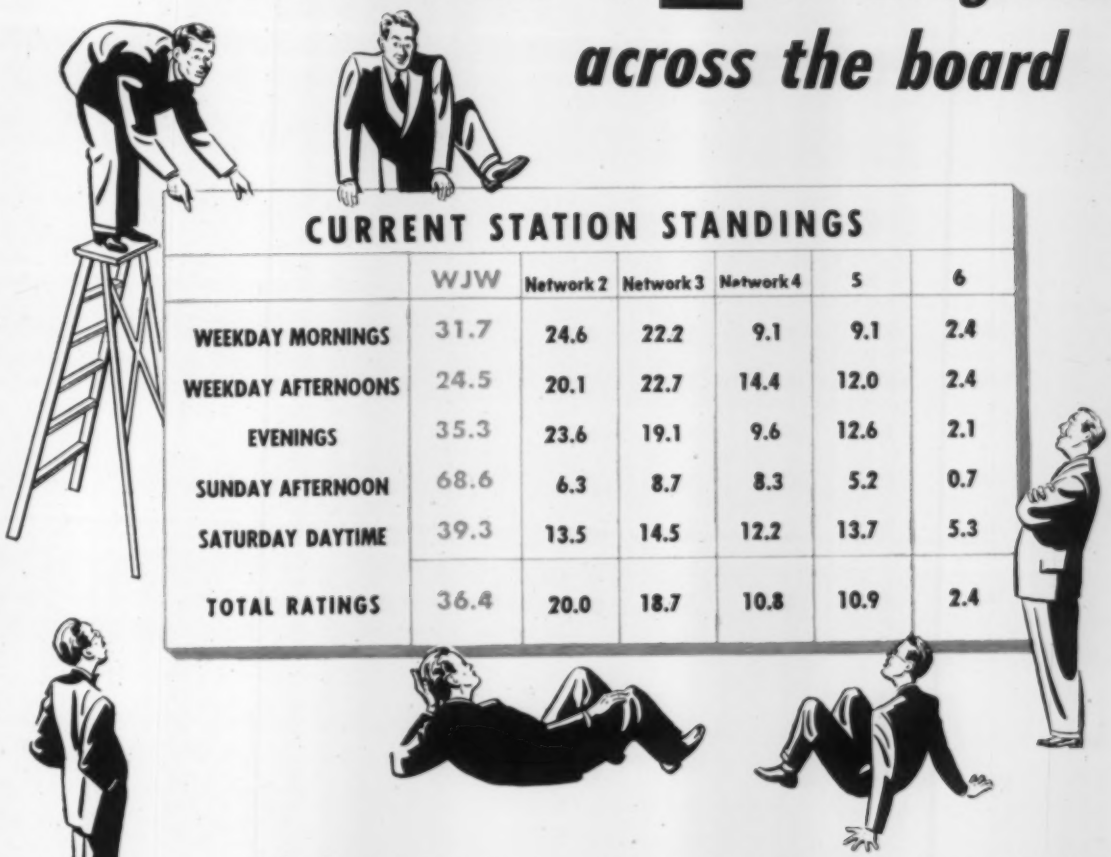
SERVE

WIRE OR WRITE COMMERCIAL MANAGER

MUTUAL IN SANDUSKY, OHIO

FULL TIME ON 1450

No matter how you look at it—
WJW leads in all 5 categories across the board



CURRENT STATION STANDINGS

	WJW	Network 2	Network 3	Network 4	5	6
WEEKDAY MORNINGS	31.7	24.6	22.2	9.1	9.1	2.4
WEEKDAY AFTERNOONS	24.5	20.1	22.7	14.4	12.0	2.4
EVENINGS	35.3	23.6	19.1	9.6	12.6	2.1
SUNDAY AFTERNOON	68.6	6.3	8.7	8.3	5.2	0.7
SATURDAY DAYTIME	39.3	13.5	14.5	12.2	13.7	5.3
TOTAL RATINGS	36.4	20.0	18.7	10.8	10.9	2.4

• Look at it anyway you wish, here's exciting news from Cleveland, news important enough to make anybody sit up and take notice: WJW is delivering more listeners at all times than any other Cleveland radio station. Above you see this startling news told in figures, figures that mean WJW gives you more listeners at a lower dollar cost than any other radio station in Cleveland. Look at the record and make up your mind to get more for your advertising dollar with WJW.

BILL O'NEIL, *President*

WJW

CLEVELAND

BASIC
ABC Network

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

OHIO RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	6,550	92.5	6,060	1,076	1,268	460	5,613	7,569
Allen	23,960	98.0	23,480	15,532	24,528	12,979	39,903	71,362
Ashland	10,020	97.2	9,740	5,791	4,836	2,229	18,012	26,595
Ashtabula	22,750	97.6	22,210	12,129	9,743	4,447	31,592	62,605
Athens	14,960	95.1	14,230	4,635	5,768	2,644	11,696	29,393
Auglaize	9,400	97.4	9,160	4,667	4,978	2,176	15,526	18,410
Belmont	29,520	95.8	28,290	7,387	15,166	8,336	27,895	52,979
Brown	7,270	94.1	6,840	2,217	1,887	904	8,323	9,681
Butler	38,890	97.4	37,870	19,114	39,157	22,478	61,110	99,260
Carroll	5,120	95.9	4,910	1,139	1,471	697	5,337	7,778
Champaign	8,850	96.8	8,570	3,683	2,868	1,368	12,796	17,361
Clark	32,020	97.5	31,210	15,684	29,162	16,051	54,057	69,687
Clermont	12,030	95.9	11,540	5,116	2,213	868	10,995	18,144
Clinton	8,030	96.6	7,760	3,230	2,897	1,198	14,078	19,040
Columbiana	28,360	97.2	27,560	14,387	18,236	8,478	49,007	78,092
Coshocton	9,880	96.0	9,480	2,995	7,013	2,861	15,101	21,096
Crawford	12,000	97.5	11,700	4,809	7,740	3,980	23,713	29,631
Cuyahoga	402,330	98.3	395,410	235,584	431,432	267,843	1,595,821	1,328,606
Darke	13,060	96.6	12,620	4,666	4,130	1,812	20,127	26,441
Defiance	7,660	97.0	7,430	3,585	4,172	1,916	9,851	18,200
Delaware	9,110	96.7	8,810	3,817	2,487	982	9,625	17,977
Erie	14,040	97.9	13,750	8,850	12,127	6,040	26,959	40,571
Fairfield	15,430	96.6	14,910	6,896	9,055	4,254	20,723	32,387
Fayette	6,720	94.6	6,360	3,056	2,644	1,098	9,220	18,158
Franklin	125,830	98.2	123,620	78,242	120,184	61,770	254,780	458,162
Fulton	7,810	97.1	7,580	4,452	3,165	1,249	14,723	18,453
Gallia	6,820	91.9	6,270	1,518	1,212	451	7,238	11,136
Geauga	6,230	96.1	5,990	2,972	1,705	890	7,327	11,332
Greene	11,760	96.3	11,320	4,937	3,683	1,633	14,218	23,097
Guernsey	12,700	95.4	12,120	4,900	4,812	1,973	14,512	23,140
Hamilton	215,790	97.4	210,250	114,861	235,991	128,615	647,578	728,981
Hancock	13,720	97.9	13,430	7,162	7,688	3,755	18,641	31,659
Hardin	8,990	96.4	8,670	3,400	2,458	865	14,009	16,998
Harrison	5,980	95.7	5,720	1,258	1,974	1,076	7,313	9,052
Henry	7,140	97.3	6,950	3,597	1,961	782	9,819	15,123
Highland	9,330	95.1	8,870	3,283	2,449	805	11,253	18,816
Hocking	6,570	94.5	6,210	1,519	2,083	870	3,210	10,815
Holmes	5,130	92.1	4,750	1,317	966	265	5,840	9,080
Huron	11,310	97.8	11,060	7,713	5,044	2,315	24,296	28,889
Jackson	8,650	93.8	8,110	2,032	3,444	1,297	10,679	16,453
Jefferson	28,670	96.6	27,700	11,551	19,819	10,045	39,328	74,774

(Continued on page 188)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

A Bigger and Better Market Than Ever!

WFMJ

WFMJ-FM

5000 WATTS 1390 KC **50,000 WATTS 105.1 MC**

(NOW UNDER CONSTRUCTION—IN OPERATION EARLY IN 1949)

More Listeners—More Results

YOUNGSTOWN—OHIO'S THIRD MARKET

BASIC AFFILIATE ABC

Represented Nationally by Headley-Reed Co.

MEMBER BMB

HERE'S A SIX BILLION DOLLAR MARKET!

Coverage is one thing. Listening another. WGAR has both. Here is a map of listener coverage as proved by actual mail returns. Here is an area fertile with prospects for you. It contains more than half (52%) of Ohio's buying income and almost half (49%) of Ohio's population!

CBS **WGAR** 50,000 WATTS CLEVELAND

MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION *in Cleveland . . . in Akron . . . in Canton*

Represented Nationally by EDWARD PETRY & COMPANY

One of the Nation's Oldest Stations

with more than

2,000,000 friends

Good PROGRAMS FOR 24 YEARS

WADC

FIRST IN AKRON OHIO

ALLEN T. SIMMONS
OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

OHIO RADIO MARKET DATA BY COUNTIES

(Continued from page 184)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Knox	10,730	97.1	10,420	5,371	6,436	3,103	15,038	23,951
Lake	16,510	98.8	16,320	9,783	10,534	5,990	24,106	45,537
Lawrence	12,660	93.8	11,880	3,330	5,407	2,449	7,347	21,041
Licking	21,750	96.9	21,080	10,462	13,205	6,746	31,994	49,328
Logan	10,440	97.1	10,140	5,146	3,021	1,332	9,936	21,950
Lorain	35,620	98.2	34,970	20,984	34,358	17,342	65,876	93,971
Lucas	114,780	98.3	112,800	58,950	116,660	69,201	254,492	374,049
Madison	6,060	95.0	5,760	2,867	2,168	899	10,346	15,095
Mohoning	71,000	97.2	68,980	37,644	64,267	33,378	118,180	234,497
Marion	14,600	97.2	14,190	7,639	8,167	4,219	22,779	36,891
Medina	10,710	98.0	10,500	5,902	5,777	2,921	22,082	28,358
Meigs	7,290	93.4	6,810	2,466	1,617	629	5,836	12,647
Mercer	7,600	97.2	7,390	2,515	2,996	1,285	19,188	17,446
Miami	17,710	98.2	17,400	8,602	11,551	5,923	31,928	43,830
Monroe	4,910	92.5	4,540	1,538	601	135	2,420	5,456
Montgomery	97,650	98.0	95,720	67,909	113,686	68,427	182,690	325,620
Morgan	3,810	94.8	3,610	1,512	745	263	4,300	6,114
Morrow	5,610	96.1	5,390	1,564	1,283	689	4,633	6,757
Muskingum	22,660	96.7	21,920	10,703	19,474	8,684	27,791	62,374
Noble	4,160	92.5	3,850	1,080	630	273	3,277	4,980
Ottawa	7,700	97.8	7,530	3,202	3,368	1,691	13,219	18,844
Paulding	5,210	96.5	5,030	1,996	1,037	406	5,109	8,478
Perry	9,560	95.6	9,140	2,359	4,254	1,892	8,875	15,039
Pickaway	8,240	94.5	7,790	2,605	1,818	723	11,466	14,213
Pike	4,260	91.1	3,880	902	378	97	2,480	5,260
Portage	14,750	97.4	14,370	7,034	9,028	4,654	28,280	31,911
Preble	8,000	96.8	7,740	3,752	1,620	572	11,998	15,501
Putnam	7,470	97.3	7,270	4,262	1,770	658	11,434	14,368
Richland	24,090	97.7	23,540	15,685	23,846	12,302	51,126	70,201
Ross	14,350	95.0	13,630	6,137	5,358	2,539	19,558	34,233
Sandusky	13,500	97.7	13,190	5,790	7,629	3,608	22,041	33,660
Scioto	25,830	95.2	24,580	8,890	16,836	6,956	20,971	58,128
Seneca	15,300	97.4	14,900	8,154	10,559	5,008	27,083	40,025
Shelby	8,200	97.6	8,000	3,526	4,978	2,613	12,032	17,613
Stark	74,180	97.8	72,570	44,796	75,393	35,207	139,030	236,409
Summit	109,220	98.3	107,350	68,352	138,996	82,767	209,535	361,942
Trumbull	41,180	97.6	40,190	20,702	45,691	27,874	50,432	94,282
Tuscarawas	23,040	96.5	22,240	7,452	11,722	4,949	34,245	51,818
Union	6,840	97.1	6,630	2,222	1,613	647	6,408	14,997
Van Wert	8,670	97.6	8,460	3,466	4,223	1,782	10,964	18,495
Vinton	3,210	91.9	2,950	361	511	184	1,553	3,120
Warren	9,450	96.7	9,140	3,409	3,318	1,427	10,148	18,886
Washington	13,430	94.3	12,670	5,241	5,296	1,755	18,618	26,511
Wayne	16,060	96.5	15,500	8,194	9,218	4,567	29,361	41,774
Williams	8,710	97.6	8,500	3,110	4,099	1,802	16,098	20,900
Wood	16,110	97.7	15,740	5,314	4,279	1,846	24,283	32,163
Wyandot	6,090	96.6	5,880	2,836	2,119	829	10,872	14,564

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

WCPO

1st MORNING

1st AFTERNOON

1st. 1st EVENING

1st SUN. AFTERNOON

1st SAT. DAYTIME

ACCORDING TO C. E. HOOPER REPORT*

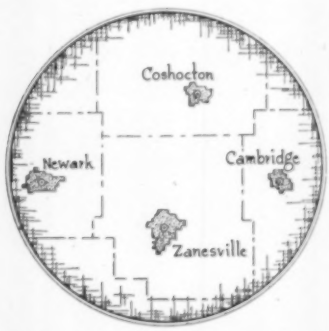
Represented by the BRANHAM COMPANY

Affiliated with the CINCINNATI POST

a Scripps-Howard station

*August 1948

WCPO CINCINNATI'S NEWS STATION



FOUR CITIES alone (all within 25 air miles of Zanesville) have 123,400 TOTAL URBAN POPULATION

City	Population
Zanesville	44,500
Newark	41,400
Cambridge	21,900
Coshocton	15,600
TOTAL URBAN POPULATION	123,400

Zanesville is the NINTH LARGEST TRADING AREA in the State of Ohio with a total population of 272,000 and retail sales in excess of $182,000,000.

And W H I Z dominates in this rich trading area with more than *60 percent* share of audience. (Conlan of May 23rd, 1948). Ask John E. Pearson about this new MAJOR MARKET.

WHIZ

NBC IN ZANESVILLE

BUT NOT THROUGH ADVERTISING ALONE

MANY are the advertising men, sales managers and manufacturers who have come to WLW with problems. And many are those who have found help. *But not through advertising alone!*

For service at The Nation's Station goes much deeper than merely selling time on the air. Distribution, selling appeal, product and package must all be right if advertising is to be fully effective. And with a "know-how" peculiar to the territory it serves, plus facilities unequalled at any other radio station, WLW is often in a position to help all along the line.

For instance: The maker of a new proprietary product had virtually no distribution and only a few hundred dollars to spend. Through guidance from WLW, he was able to plot his outlets strategically. With the help of WLW's merchandising representatives, he gained the cooperation of dealers. By concentrating his promotion, he won quick public acceptance in this area. Expansion followed. Today, the product is on druggists' shelves throughout the nation and its name is a household word. (We'll tell you the name on request.) Such cases are not uncommon.

WLW-Land is a true cross-section of America. In this vast area are farm homes, rural communities, medium size cities and many large cities—cities dependent upon manufacturing as their principal economic structure . . . cities of equal size dependent upon the distribution of farm products. WLW reaches these towns with the same variance found in a network program—it is dominant in one city and less dominant in another.

The area, the conditions, and the degree of dominance all contribute in making WLW-Land an ideal proving ground for new products and new techniques. And WLW has, in its many facilities, the manpower and "know-how" to check accordingly the effectiveness of your advertising in this area under various conditions.

WLW SERVICE FACILITIES INCLUDE . . .

PEOPLE'S ADVISORY COUNCIL
to determine program preferences and for general consumer market studies.

CONSUMER'S FOUNDATION
to determine consumer reaction to products and packaging.

MERCHANDISING DEPARTMENTS
to stimulate dealer cooperation, check distribution, report attitudes, etc.

TEST STORES
to check potential buying responses, effectiveness of new packaging, displays, etc.

BUY WAY
monthly merchandising newspaper for retailers and wholesalers.

SPECIALTY SALES
senior drug sales force to help secure basic distribution or supplement current sales or distribution.

WLW

THE NATION'S MOST MERCHANDISING STATION

Crosley Broadcasting Corporation

OKLAHOMA

AM STATIONS

City		Frequency	Power	Network
Ada	KADA	1230	250	ABC
Altus	KWHW	1450	250	MBS-KBS
Ardmore	KVSO	1240	250	ABC-KBS
Bartlesville	KWON	1400	250	MBS
Chickasha	KWCO	1560	250-D	MBS-KBS
Clinton	*KWOE	1320	1,000-D	
Duncan	KRHD	1350	250-LS 100-N	MBS
Durant	KSEO	750	250-D	KBS
Elk City	KASA	1240	250	MBS-KBS
El Reno	*KCHE	1590	500-D	
Enid	KCRC	1590	1,000	ABC
Hobart	KTJS	1420	250-D	KBS
Hugo	*KIHN	1340	250	
Lawton	KSWO	1380	1,000	ABC
McAlester	KTMC	1400	250	ABC
Miami	*KGLC	910	1,000	
Muskogee	KBIX	1490	250	ABC
	*KMUS	1380	1,000-LS 500-N	MBS
Norman	**WNAD	640	1,000-D	
Oklahoma City	KBYE	890	1,000-D	
	KLPR	1140	1,000-D	
	KOCY	1340	250	MBS
	KOMA	1520	50,000	CBS
	KTOW	800	250-D	
	KTOK	1400	250	ABC
	CP-	1000	CP-5,000-LS 1,000-N	
	WKY	930	5,000	NBC
Okmulgee	KHBG	1240	250	MBS-KBS
Pauls Valley	KVLH	1470	250-D	KBS
Ponca City	WBBZ	1230	250	MBS-KBS
Seminole	*KSMI	1260	500-D	MBS
Shawnee	KGFF	1450	250	ABC
Stillwater	*KOAG	840	10,000-D	
	KSPI	780	250-D	MBS
Tulsa	KAKC	1570	1,000-D	
	KFMJ	1050	1,000-D	
	KOME	1340	250	MBS-ABC
	CP-	1300	CP-5,000-LS 1,000-N	
	KTUL	1430	5,000	CBS
	KVOO	1170	50,000	NBC
Woodward	KSIW	1450	250	MBS

* Construction Permit.
** Non-Commercial Station.

See page 3 for key to map.

OKLAHOMA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adair	4,110	81.3	3,340	257	635	130	1,623	2,908
Alfalfa	4,130	93.0	3,840	2,221	647	208	4,747	7,010
Atoka	3,740	81.0	3,030	261	1,860	903	1,410	4,590
Beaver	2,320	90.1	2,090	620	248	88	2,462	2,719
Beckham	6,310	88.4	5,580	1,813	1,847	656	8,094	14,098
Blaine	4,430	88.5	3,920	1,829	1,205	423	5,606	10,012
Bryan	8,930	87.9	7,850	1,550	1,717	574	6,646	16,504
Caddo	10,350	88.4	9,150	3,140	2,053	715	10,966	19,599
Canadian	7,550	92.6	6,990	3,269	2,106	828	10,788	17,163
Carter	12,320	87.8	10,820	3,327	4,886	1,946	9,347	24,471
Cherokee	4,360	80.0	3,490	436	444	131	2,074	5,266
Choctaw	6,310	82.1	5,180	799	1,044	333	2,486	8,172
Cimarron	1,260	89.7	1,130	203	246	95	2,188	2,327
Cleveland	7,380	92.0	6,790	3,086	2,398	798	9,853	15,686
Coal	2,650	84.5	2,240	245	261	79	654	3,976
Comanche	9,810	88.3	8,660	5,674	4,902	1,856	12,741	27,128
Cotton	3,120	89.7	2,800	647	552	157	2,152	7,261
Craig	5,100	86.7	4,420	1,050	955	291	4,350	10,421
Creek	13,550	88.3	11,960	3,815	4,150	1,498	8,402	26,912
Custer	6,650	89.9	5,980	2,851	2,028	710	8,337	15,497
Delaware	3,790	83.6	3,170	165	185	48	897	3,222
Dewey	2,900	89.3	2,590	991	262	62	3,117	4,668
Ellis	2,490	90.4	2,250	986	326	96	2,409	4,699
Garfield	14,590	93.6	13,660	7,720	8,422	3,617	21,396	49,023
Garvin	7,810	85.8	6,700	1,417	1,479	444	9,127	12,463
Grady	10,810	88.1	9,520	3,383	2,880	999	12,800	21,989
Grant	3,830	95.0	3,640	2,308	524	170	5,625	6,947
Greer	3,800	87.4	3,320	1,101	678	222	4,030	7,591
Harmon	2,350	89.4	2,100	699	358	114	2,151	3,380
Harper	1,750	90.3	1,580	607	233	65	2,348	2,908
Haskell	3,920	85.5	3,350	425	338	92	1,522	4,511
Hughes	6,640	87.3	5,800	1,177	1,277	449	4,260	11,159
Jackson	6,400	89.2	5,710	2,023	1,694	589	7,075	12,055
Jefferson	3,780	87.8	3,320	656	397	114	3,940	5,736

(Continued on page 193)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

FIGURES DON'T LIE . . .
But They Often Mislead!

In a recent report reflecting migration between the states, the U. S. Census Bureau listed Oklahoma as one of nine states which have lost population. Numerically, the point is conceded—BUT . . .

THERE'S MORE TO THE PICTURE THAN MEETS THE EYE . . .

FOR INSTANCE—The wealthy 26-county KTUL trade area of Northeastern Oklahoma—with Tulsa as its hub—actually FORGED AHEAD IN POPULATION, due to expanding industrialization.

RADIOWISE—It has ALSO shown a DECIDED INCREASE IN THE NUMBER OF RADIO FAMILIES. BMB's new and corrected county and city radio ownership report for 1948, credits the KTUL coverage area with:

245,580 RADIO FAMILIES as compared with 196,710 in 1946.

THIS MEANS—

A "BONUS" INCREASE of 48,870 RADIO HOMES

in KTUL Service Range — Another Sizable City of Radio Listeners.

FURTHERMORE—Tulsa's business index for the first six months of 1948 shows a marked upswing in buying volume and earnings—this coupled with an expected $150,000,000 annual recreation "bonanza" for Northeastern Oklahoma, developing from a half-billion dollar dam construction program, already well advanced.

TO THIS ADD—Sales Management's 1948 Survey of Buying Power estimates for the KTUL TRADE AREA: Gross Effective Buying Income—$878,774,000: Gross Farm Dollars—$121,312,000: Total Retail Sales—$587,952,000: Food Sales—$151,697,000: General Merchandise Sales—$82,224,000: Drug Sales—$23,717,000.

TULSA and NORTHEASTERN OKLAHOMA are RICH, DEVELOPING MARKETS . . . KTUL HOLDS THE KEY!

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

KTUL

TULSA, OKLAHOMA

John Esau
Vice-President and General Manager

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Ardmore	KVSO-FM	93.7	229	8.2
Clinton	KOAK	107.5	298	12
Durant	KSEO-FM	107.3	297	2.9
Enid	KCRC-FM	102.7	274	5.2
Lawton	KSWO-FM	101.3	267	3.2
Muskogee	KMUS	101.5	268	6.5
	KBIX-FM	98.5	253	9.7
Norman	WNAD-FM	90.9	215	7
Oklahoma City	KOCY-FM	94.7	234	176
	KOKH	90.1	211	0.7
	KTOK-FM	104.3	282	43
	KOMA-FM	105.9	290	210
	WKY-FM	98.9	255	190
Okmulgee	KRNA	93.5	228	0.41
Stillwater	KOAG-FM	91.7	219	42
	KSPI-FM	93.9	230	3.1
Tulsa	KWGS	90.5	213	1
	KAKC-FM	95.5	238	9.5
	KTUL-FM	97.1	246	170

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Oklahoma City 2, 4, 5, 9			
A	KOMA Inc.		5
A	Mid-South Tele. Bcstg. Co.		5
A	Okla. City Tele. Co.		9
A	Southwestern Pub. Co.		9
CP	WKY Radio-phone Co.	(WKY-TV)	4
Tulsa 3, 6, 8, 10			
CP	Geo. E. Cameron Jr.	(KOVB)	6
A-H	Public Radio Corp.		10
A-H	Tulsa Bcstg. Co.		8
A-H	Tulsa Tele. Co.		10
A-H	Southwestern Pub. Co.		8
A	Southwestern Sales Corp.		8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

OKLAHOMA RADIO MARKET DATA BY COUNTIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Ada	Pontotoc	5 070	92.3	4 680	Con
Altus	Jackson	2 870	88.9	2 550	Con
Ardmore	Carter	5 750	88.2	5 070	Con
Bartlesville	Washington	5 720	95.5	5 460	Con
Chickasha	Grady	4 850	89.3	4 330	Con
Clinton	Custer	2 260	88.5	2 000	
Duncan	Stephens	3 140	92.4	2 900	
Durant	Bryan	3 350	90.1	3 020	Con
Elk City	Beckham	1 710	95.3	1 530	
El Reno	Canadian	3 540	92.9	3 290	
Enid	Garfield	9 930	93.4	9 270	Con
Guthrie	Logan	3 480	89.9	3 130	
Hobart	Kiowa	1 830	89.6	1 640	
Lawton	Comanche	6 300	88.7	5 590	Con
McAlester	Pittsburg	4 240	89.2	3 780	Con
Muskogee	Muskogee	11 070	88.8	9 830	Con
Norman	Cleveland	4 060	94.8	3 850	
Oklahoma City	Oklahoma	70 780	93.3	66 040	Con - Hooper
Okmulgee	Okmulgee	5 360	87.7	4 700	Con
Ponca City	Kay	5 660	94.3	5 340	Con
Sapulpa	Creek	4 260	88.3	3 760	
Seminole	Seminole	3 820	90.6	3 460	
Shawnee	Pottawatomie	7 510	91.3	6 860	Con
Stillwater	Payne	3 560	94.9	3 380	Con
Tulsa	Tulsa	49 160	94.9	46 650	Con - Hooper
Wewoka	Seminole	3 130	87.9	2 750	
Woodward	Woodward	1 890	91.0	1 720	

MARKET INDICATORS FOR OKLAHOMA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,284,000	'47	2,336,434	'40
BMB Families	644,700	'48	571,000	'46
Per Cent Radio	89.5	'48	82.7	'46
Radio Families	576,700	'48	472,000	'46
Number of Business Concerns (1)	31,986	'46	34,816	'39
Domestic Urban Electric Consumers	367,000	'46	261,000	'39
Private & Commercial Passenger Auto Registrations	429,621	'46	455,771	'39
Business Telephones	128,900	'46	87,800	'39
Residential Telephones	290,000	'46	144,700	'39
Nonagricultural Employment (2)	344,000	'46	315,000	'39
Total Income Payments to Individuals	$2,124,000,000	'47	796,000,000	'39
Per Capita Income Payments	$ 930	'47	340	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 60,856,000	'46	12,888,000	'41
Bank Deposits	$1,408,000,000	'46	461,000,000	'39
Drug Store Sales	$ 56,321,000	'46	25,700,000	'39
Gross Postal Receipts (4)	$ 11,614,000	'46	7,380,000	'39
Total Private Construction	$ 88,700,000	'46	41,200,000	'39
Private Residential Building	$ 39,800,000	'46	22,600,000	'39
Private Nonresidential Building	$ 23,400,000	'46	4,600,000	'39
Farm Construction	$ 7,200,000	'46	4,800,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

K T O K

NOW BUILDING AS OF THIS DATE FACILITIES FOR 5,000 WATTS DAY

YOUR SUPER SALESMAN IN OKLAHOMA'S NO. 1 MARKET

The biggest part of the buying in the entire state will be done in Oklahoma City where KTOK has a top-flight, concentrated audience—a fact which can be proved by a glance at your latest authenticated Listenings Surveys.

KTOK provides the type of radio programs families enjoy and benefit from most. It is a family station, appealing to every member of the family, and its growth and its increasing service to the community are direct results of its family following.

This market owes its growth to many things—to oil, wheat, cotton, dairy and a wide diversification of industry. KTOK owes its importance to the complete exploitation of audience-building technique. It's a "selling" station . . . . that's why KTOK is a super buy for you—at LOW COST. *Going soon to 5,000 watts day.*

Affiliated with AMERICAN BROADCASTING CO.

Represented by TALOR-BORROFF and COMPANY, INC.

OKLAHOMA RADIO MARKET DATA BY COUNTIES

(Continued from page 190)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Johnson	2,790	86.4	2,410	266	259	89	1,043	3,631
Kay	15,050	93.2	14,030	7,191	7,940	3,733	17,812	39,713
Kingfisher	4,240	90.8	3,850	1,746	822	259	4,977	9,823
Kiowa	6,170	89.8	5,540	2,028	1,386	440	8,019	12,574
Latimer	3,310	84.0	2,780	219	268	73	1,076	3,191
La Flore	12,060	84.6	10,200	1,109	1,695	651	4,718	13,125
Lincoln	7,330	87.7	6,430	2,065	1,326	460	8,482	10,169
Logan	7,540	89.4	6,740	2,447	1,606	604	8,881	16,754
Love	1,840	87.0	1,600	300	145	39	1,699	2,797
McClain	4,690	86.8	4,070	869	465	127	3,771	5,752
McCurtain	8,760	80.7	7,070	621	1,921	548	3,452	9,681
McIntosh	4,680	84.8	3,970	523	464	122	3,562	5,658
Major	3,170	89.3	2,830	1,321	523	143	3,000	4,856
Marshall	2,110	87.2	1,840	369	313	96	2,149	4,338
Mayes	5,520	85.5	4,720	790	1,165	419	3,985	8,126
Murray	3,420	87.7	3,000	699	592	179	2,296	6,004
Muskogee	18,790	86.6	16,280	6,136	8,632	3,358	18,491	44,659
Noble	4,240	91.5	3,880	1,526	944	310	3,332	8,755
Nowata	4,720	87.1	4,110	824	836	254	2,371	7,135
Okfuskee	6,210	85.0	5,280	770	738	218	4,882	8,126
Oklahoma	82,990	93.1	77,250	45,433	69,313	33,556	137,382	291,373
Okmulgee	14,450	87.0	12,570	3,541	6,162	2,869	8,370	24,943
Osage	12,270	91.3	11,200	2,268	1,585	555	5,289	22,476
Ottawa	11,430	88.7	10,140	2,013	5,855	2,867	9,475	19,677
Pawnee	5,100	88.6	4,520	1,283	774	282	4,061	7,245
Payne	11,120	91.6	10,190	4,502	3,900	1,422	10,563	23,795
Pittsburg	11,750	87.3	10,260	2,369	2,851	1,130	12,213	22,366
Pontotoc	9,940	90.1	8,960	2,171	4,012	1,551	8,513	26,986
Pottawatomie	14,360	90.0	12,930	3,907	4,797	1,771	13,627	33,894
Pushmataha	4,420	78.3	3,460	191	303	73	1,966	5,014
Roger Mills	2,440	86.9	2,120	453	142	35	1,437	3,254
Rogers	6,160	86.7	5,340	1,223	1,091	397	3,863	8,708
Seminole	15,490	89.3	13,840	2,282	3,762	1,409	8,333	29,239
Sequoyah	4,590	81.7	3,750	282	548	186	1,597	4,086
Stephens	7,980	88.7	7,080	2,555	3,758	1,715	12,441	17,383
Texas	3,210	91.3	2,930	1,190	994	407	8,145	8,236
Tillman	5,470	89.6	4,900	1,477	1,133	340	7,062	8,974
Tulsa	65,430	93.9	61,460	40,688	59,131	30,868	174,667	216,311
Wagoner	5,510	81.5	4,490	587	473	135	3,056	5,187
Washington	10,110	93.2	9,420	4,034	6,607	4,088	23,115	25,761
Washita	5,970	90.5	5,400	1,782	916	213	5,936	8,597
Woods	4,590	92.6	4,250	2,420	1,127	427	6,090	11,080
Woodward	4,040	90.1	3,640	1,735	1,406	463	3,459	13,156

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

OREGON

AM STATIONS

City		Frequency	Power	Network
Albany	KWIL	1240	250	MBS
Ashland	KWIN	1400	250	KBS
Astoria	KAST	1230	250	MBS-KBS
Baker	KBKR	1490	250	KBS
Bend	KBND	1340	250	MBS-KBS
Coos Bay	KOOS	1230	250	MBS
Coquille	KWRO	1450	250	
Corvallis	**KOAC	550	5,000	
	KRUL	1340	250	KBS
The Dalles	KODL	1230	250-LS 100-N	KBS
Eugene	KASH	1600	1,000	
	KORE	1450	250	MBS
	KUGN	1400	250	ABC
Grants Pass	KUIN	1340	250	MBS
Klamath Falls	KFJI	1240	100	MBS
	CP-1150		CP-1,000	
	KFLW	1450	250	ABC
La Grande	KLBM	1450	250	KBS
Medford	KMED	1440	1,000	NBC
			CP-5,000-LS 1,000-N	
	KYJC	1230	250	
Newport	*KNPT	1230	250	KBS
Ontario	KSRV	1450	250	
Oregon City	KGON	1230	250	
Pendleton	KWRC	1240	250	
Portland	KPOJ	1330	5,000	MBS
	*KBKO	1290	1,000-D	
	**PBPS	1450	100 SH	
	KEX	1190	50,000	ABC
	KGW	620	5,000	NBC
	KOIN	970	5,000	CBS
	KPDQ	800	1,000-D	
	KWJJ	1080	10,000	
	KXL	750	10,000 L-WSB	
Reedsport	*KWGN	1340	250	
Roseburg	KRNR	1490	250	MBS-KBS
Salem	KOCO	1490	250	
	KSLM	1390	1,000	MBS-KBS
Tillamook	KTIL	1590	250	KBS

* Construction Permit.
** Non-Commercial Station.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Albany	KWIL-FM	101.7	269	0.71
Eugene	KRVM	90.1	211	0.4
	KUGN-FM	99.1	256	8
Grants Pass	KGPO	96.9	245	3.1
Klamath Falls	KFLW-FM	94.5	233	
Medford	KMED-FM	105.1	286	0.95
Portland	KEX-FM	92.3	222	56
	KPRA	95.5	238	3.4
	KPFM	97.1	246	1.53
	KGW-FM	100.3	262	54
	KOIN-FM	101.1	266	210
	KXL-FM	103.5	278	39.9

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Portland 3, 6, 8, 10			
A	KOIN Inc.		8
A	KPOJ Inc.		12
A	Edward Lasker		10
A	Oregonian Pub. Co.		6
CP	Video Bcstg. Co.	(KTVU)	3
A	Westinghouse Radio Stations		10

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

See page 3 for key to map.

OREGON RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Albany	Linn	2 590	97.3	2 520	Con
Ashland	Jackson	2 180	96.8	2 110	
Astoria	Clatsop	4 530	97.1	4 400	Con
Baker	Baker	3 900	95.9	3 740	Con
Bend	Deschutes	4 090	97.3	3 980	Con
Corvallis	Benton	3 750	98.1	3 680	Con
Eugene	Lane	9 180	98.1	9 010	Con
Grants Pass	Josephine	2 730	95.2	2 600	
Klamath Falls	Klamath	6 950	97.0	6 740	Con
La Grande	Union	3 410	96.8	3 300	
Marshfield	Coos	2 370	97.9	2 320	
Medford	Jackson	5 080	97.4	4 950	Con
Ontario	Malheur	1 380	95.7	1 320	
Oregon City	Clackamas	2 720	97.8	2 660	
Pendleton	Umatilla	3 270	96.6	3 160	
Portland	Multnomah	140 290	98.0	137 420	Con - Hooper
Roseburg	Douglas	2 180	97.7	2 130	
Salem	Marion	12 240	98.1	12 010	Con
The Dalles	Wasco	2 820	96.8	2 730	
Tillamook	Tillamook	1 180	96.6	1 140	

MARKET INDICATORS FOR OREGON

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	1,545,000	'47	1,089,684	'40
BMB Families	477,900	'48	412,000	'46
Per Cent Radio	97.4	'48	93.7	'46
Radio Families	465,300	'48	386,000	'46
Number of Business Concerns (1)	24,716	'46	22,863	'39
Domestic Urban Electric Consumers	330,000	'46	241,000	'39
Private & Commercial Passenger Auto Registrations	360,168	'46	305,943	'39
Business Telephones	104,400	'46	65,600	'39
Residential Telephones	201,400	'46	103,200	'39
Nonagricultural Employment (2)	309,000	'46	252,000	'39
Total Income Payments to Individuals	$1,936,000,000	'47	587,000,000	'39
Per Capita Income Payments	$ 1,253	'47	544	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 41,488,000	'46	14,318,000	'41
Bank Deposits	$1,355,000,000	'46	321,000,000	'39
Drug Store Sales	$ 36,868,000	'46	14,085,000	'39
Gross Postal Receipts (4)	$ 11,135,000	'46	6,514,000	'39
Total Private Construction	$ 99,000,000	'46	28,800,000	'39
Private Residential Building	$ 49,400,000	'46	14,400,000	'39
Private Nonresidential Building	$ 37,200,000	'46	6,800,000	'39
Farm Construction	$ 4,900,000	'46	3,000,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

The New Voice of the Northwest has made your BMB Map obsolete

Since April 8 of this year, when KEX increased its power from 5,000 watts to 50,000 watts, we have been keeping a careful record of mail response with a view to providing you with a more accurate coverage map as a temporary replacement until new, official BMB maps are issued based on the new, 50,000-watt voice of KEX.

Here is the new map, as indicated by KEX mail response. Tear it out and paste it over the old map in your BMB reference book. Solid counties showed mail returns of 50 percent or more of home county (Multnomah); double cross-hatch counties showed 25 percent to 50 percent of home county; single hatch counties showed 10 percent to 25 percent of home county.

For hard-hitting coverage in the rich Northwest, buy KEX—the only 50,000-watt station in Oregon.

KEX

THE 50,000-WATT ABC AFFILIATE IN PORTLAND, OREGON

WESTINGHOUSE RADIO STATIONS INC

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for Kex, Free & Peters.

OREGON RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Baker	7,320	96.3	7,050	1,795	2,037	925	8,589	22,033
Benton	7,330	97.8	7,170	2,544	3,029	1,412	12,421	24,003
Clackamas	27,200	98.2	26,720	7,635	6,254	3,143	23,783	40,130
Clatsop	11,220	97.4	10,930	3,465	5,538	2,881	16,815	33,738
Columbia	9,060	97.9	8,870	1,791	3,507	1,863	7,797	16,195
Coos	13,960	97.0	13,540	1,863	7,438	4,150	16,845	35,782
Crook	2,370	97.5	2,310	538	936	510	2,657	4,534
Curry	2,420	96.3	2,330	183	309	117	1,278	2,535
Deschutes	7,660	97.0	7,430	1,723	4,064	2,114	10,037	26,210
Douglas	12,400	97.0	12,030	2,490	6,025	3,003	14,338	23,841
Gilliam	1,140	97.4	1,110	373	271	117	2,322	4,059
Grant	2,990	97.7	2,920	427	641	371	2,535	5,897
Harney	2,230	96.0	2,140	174	902	554	2,899	5,070
Hood River	4,350	97.9	4,260	1,019	1,469	644	6,484	11,523
Jackson	16,930	97.2	16,460	4,806	6,951	3,414	23,897	40,642
Jefferson	930	96.8	900	143	274	119	940	1,690
Josephine	8,350	95.6	7,980	964	2,603	1,248	10,122	16,195
Klamath	17,230	97.6	16,810	4,143	8,846	4,796	25,120	69,701
Lake	2,760	96.0	2,650	185	691	340	4,158	7,719
Lane	31,620	97.6	30,870	8,664	16,417	8,299	46,386	87,444
Lincoln	7,040	97.0	6,830	733	3,617	1,651	5,787	12,935
Linn	12,390	96.7	11,980	3,481	6,781	3,231	20,240	25,529
Malheur	7,220	96.1	6,940	1,372	1,683	725	8,887	15,632
Marion	28,650	97.9	28,040	9,413	13,162	6,481	52,798	85,190
Morrow	1,670	98.7	1,640	481	381	179	3,365	3,690
Multnomah	163,550	97.3	159,160	79,807	139,510	82,923	495,503	630,181
Polk	7,390	97.6	7,210	1,494	2,207	1,019	6,987	11,276
Sherman	940	98.9	930	322	173	56	1,384	1,897
Tillamook	5,350	97.4	5,210	1,148	1,918	866	6,646	11,794
Umatilla	10,110	97.1	9,820	3,333	4,982	2,512	21,848	30,269
Union	7,500	97.2	7,290	938	2,128	953	8,515	19,127
Wallowa	2,750	97.8	2,690	514	607	242	2,856	6,860
Wasco	5,170	96.9	5,010	2,121	1,743	833	12,825	19,764
Washington	17,020	97.9	16,670	2,564	3,588	1,612	22,671	28,166
Wheeler	1,250	96.0	1,200	285	375	152	1,106	1,970
Yamhill	10,430	97.8	10,200	2,360	3,967	1,953	18,784	24,877

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management."
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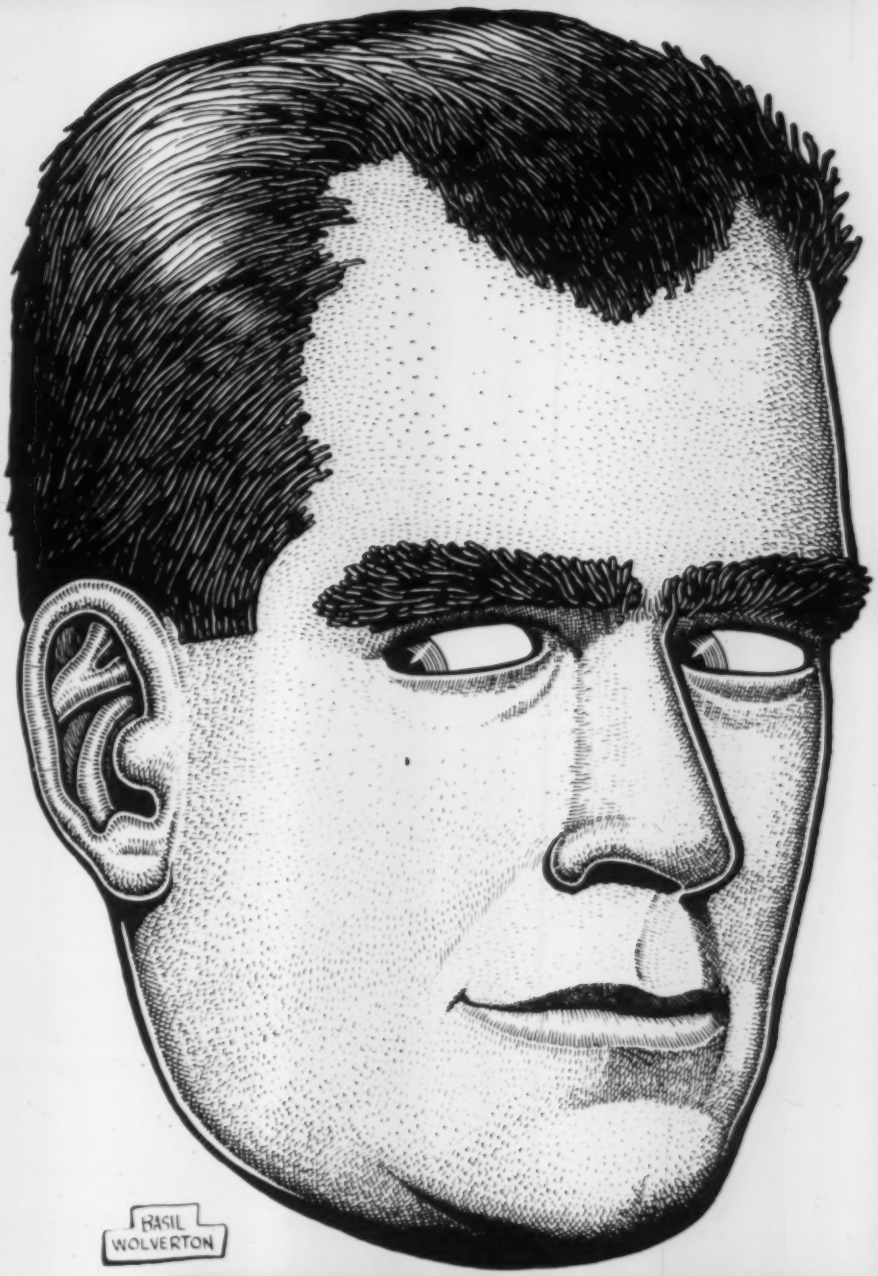
TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON



WILLIAM A. (BILL) MORRISON

Garfield and Guild
San Francisco

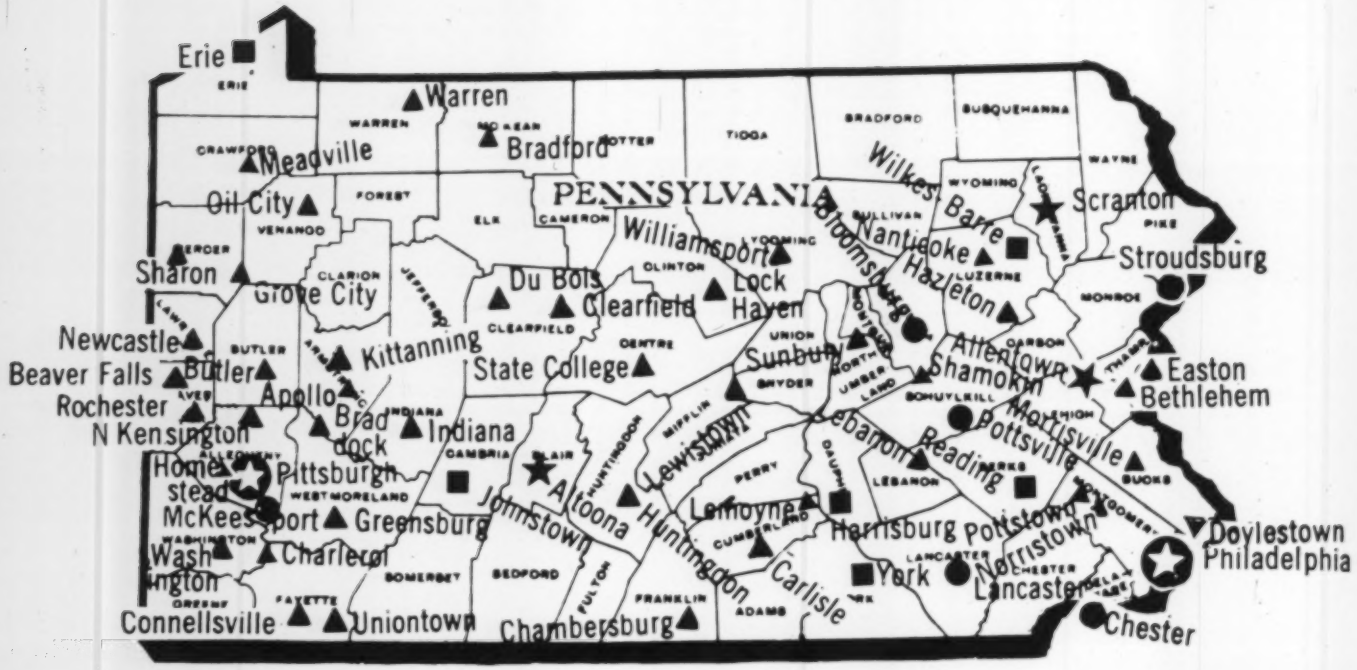
Succinct is the word for you, Bill Morrison. Your brief thumbnail biographical sketch notes that your "early advertising background was in department stores and men's specialty stores." Then came your association in 1940 with Garfield & Guild, three years with Uncle Sam in the Armed Forces Radio service, and return to G & G in 1945. We wish you could have accepted our invitation to visit the KGW, KGW-FM Open House. It was a grand sendoff for our expanded facilities and new quarters which are especially designed to serve the great and growing Oregon market. The market's getting bigger, too. Since 1940 Oregon's population has increased 41.8 per cent, proof that the Northwest's war boom was not a "flash in the pan". Oregon is the nation's Number Two state in population growth. KGW and KGW-FM are growing with the market. New quarters and new facilities permit KGW and KGW-FM to better serve this market area, one of the richest in the nation from an advertiser's standpoint.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

NBC AFFILIATE



See page 3 for key to map.

Follow this Line

PENN.

FOR MORE SALES *in* PENNSYLVANIA

WSCR, Scranton, offers national and regional advertisers a prosperous market of 1,190,156 population which annually spends $836,540,000 in retail sales (1947 Sales Mgt). The news-music-sports station for Scranton, WSCR pulled 17,537 pieces of mail in a 5 month period from a 13 county area. With 1000 watts (d) on 1000 kc. WSCR is truly One Grand Station.

Either The Walker Company or Frank S. Blair, general manager, can give you full details on WSCR. Say when!

The One Grand Station

WSCR

PENNSYLVANIA

AM STATIONS

City	Frequency	Power	Network
Allentown	*WAEB 790	500-D 1,000-N	
	*WHOL 1230	250	
	WKAP 1580	1,000-D	KBS
	WSAN 1470	5,000	NBC
Altoona	WFBG 1340	250	NBC
	WJSW 1290	1,000-LS 500-N	MBS
	WRTA 1240	250	ABC
	*WVAM 1430	1,000	CBS
Apollo	WAVL 910	1,000-D	
Beaver Falls	WBVP 1230	250	
Bethlehem	WGPA 1100	250-D	
Bloomsburg	WCNR 930	500-D	
	WLTR 690	1,000-D	
Braddock	WLOA 1550	1,000-D	
Bradford	WESB 1490	250	MBS
Butler	WISR 680	250-D	KBS

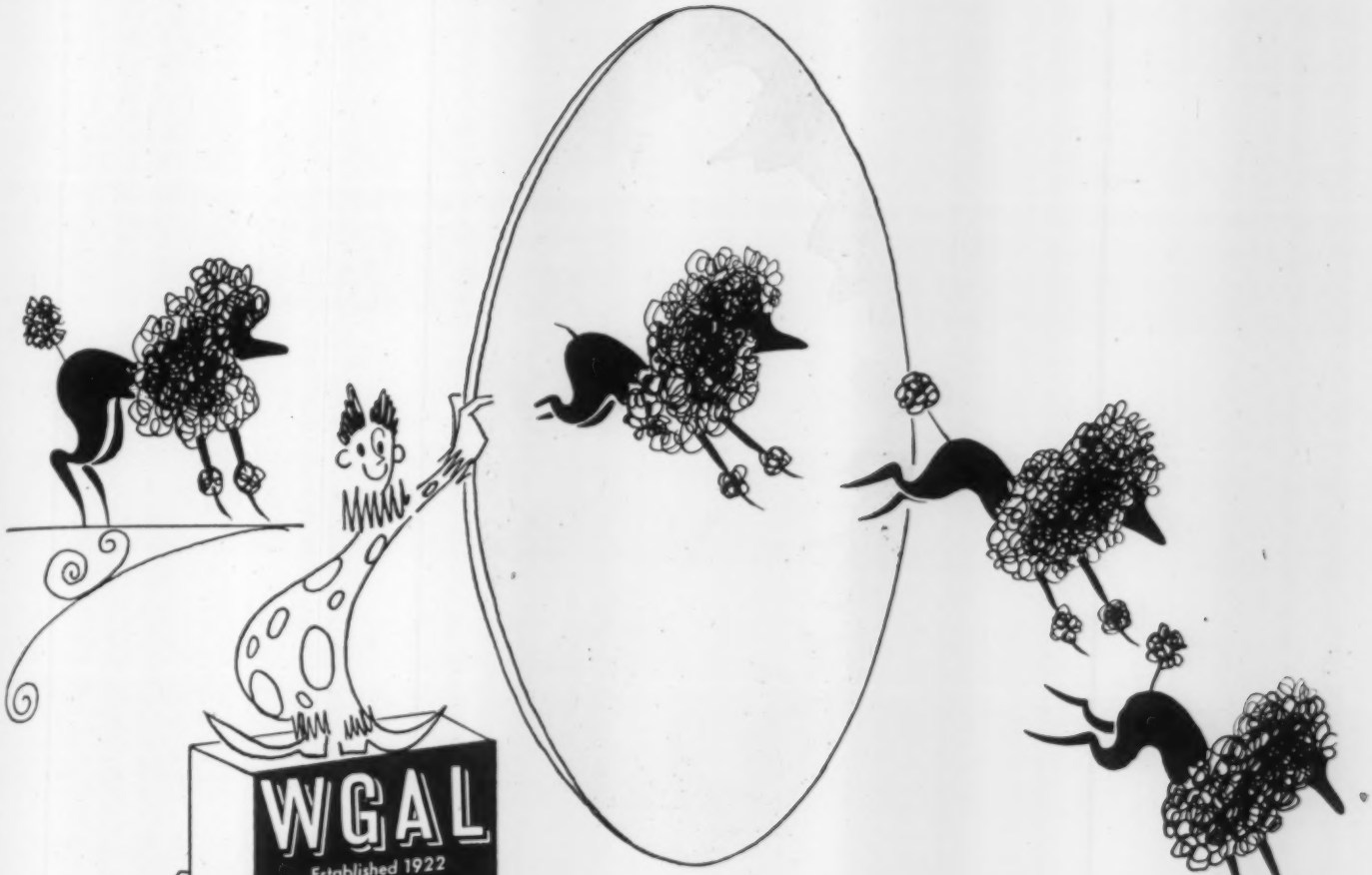
* Construction Permit.

(Continued on page 200)

MARKET INDICATORS FOR PENNSYLVANIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	10,512,000	'47	9,900,180	'40
BMB Families	2,879,000	'48	2,624,000	'46
Per Cent Radio	95.4	'48	95.7	'46
Radio Families	2,746,700	'48	2,512,000	'46
Number of Business Concerns (1)	157,193	'46	166,602	'39
Domestic Urban Electric Consumers	2,317,000	'46	2,047,000	'39
Private & Commercial Passenger Auto Registrations	1,845,886	'46	1,798,032	'39
Business Telephones	679,000	'46	521,900	'39
Residential Telephones	1,598,100	'46	905,500	'39
Nonagricultural Employment (2)	3,007,000	'46	2,580,000	'39
Total Income Payments to Individuals	$14,426,000,000	'47	5,819,000,000	'39
Per Capita Income Payments	$ 1,372	'47	589	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 355,844,000	'46	98,079,000	'41
Bank Deposits	$10,518,000,000	'46	5,755,000,000	'39
Drug Store Sales	$ 219,956,000	'46	104,392,000	'39
Gross Postal Receipts (4)	$ 75,794,000	'46	49,833,000	'39
Total Private Construction	$ 379,600,000	'46	211,700,000	'39
Private Residential Building	$ 137,500,000	'46	128,700,000	'39
Private Nonresidential Building	$ 176,900,000	'46	44,600,000	'39
Farm Construction	$ 9,200,000	'46	7,500,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.



WGAL
Established 1922
LANCASTER, PENNA.

WKBO
Established 1922
HARRISBURG, PENNA.

WEST
Established 1936
EASTON, PENNA.

WORK
Established 1932
YORK, PENNA.

WRAW
Established 1922
READING, PENNA.

STEINMAN
STATIONS

Consistent Performers

in producing sales

These five Pennsylvania Stations can present your sales message directly in the homes of people who have money to spend . . . can create business for you. Farsighted local programming and NBC network shows have developed steady listener popularity for each of these stations. Many smart advertisers depend on them for profitable selling. Write for sales success stories and rates.

Represented individually and as a unit by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

WIP Produces

Example #6

January 1941 saw the beginning of a 15-minute mid-morning news roundup for a local sponsor. Today that same sponsor is very happy, having for the past seven years allowed this program on WIP to carry the heavy responsibility for their radio sales success. In the intervening years they have withdrawn programs from two other stations in favor of the greater, provable sales power of "Philadelphia's Pioneer Voice."

WIP

Philadelphia

Basic Mutual

•

Represented Nationally

by

EDWARD PETRY & CO.

PENNA. AM STATIONS

(Continued from page 198)

City		Frequency	Power	Network
Carlisle	*	1380	1.000-D	
Chambersburg	WCHA	800	1.000-D	
Charleroi	WESA	940	250-D	
Chester	WPWA	1590	1.000-D	
	*WVCH	740	250-D	
Clearfield	WCPA	900	500-D	
	*WTWS	1490	250	
Connellsville	WCVI	1340	250	
Doylestown	*WBUX	1570	250-D	
Dubois	WCED	1230	250	CBS-KBS
Easton	WEST	1400	250	NBC-MBS
Erie	WERC	1230	250	NBC
	*WIKK	1330	5.000	
	WLEU	1450	250	ABC-MBS
Greensburg	WHJB	620	250-D CP-1.000-LS 500-N	
Grove City	**WSAJ	1340	100 SH	
Harrisburg	WHGB	1400	250	ABC
	WHP	1460	5.000-LS 1.000-N	CBS
	WKBO	1230	250	NBC-MBS
Hazleton	WAZL	1490	250	NBC-MBS
Homestead	*WHOD	860	250-D	
Huntingdon	WHUN	1400	250	MBS-KBS
Indiana	WDAD	1450	250	CBS-KBS
Johnstown	WARD	1490	250	CBS
	WCRO	1230	250	ABC
	WJAC	1400	250	NBC
Kittanning	*	1600	1.000-D	
Lancaster	WGAL	1490	250	NBC-MBS
	WLAN	1320	1.000-D	ABC MBS
Lebanon	WLBR	1270	1.000-D	
Lemoyne	WCMB	960	1.000-D	
Lewistown	WMRF	1490	250	NBC
Lock Haven	WBPZ	1220	250	MBS
McKeesport	WEDO	810	1.000-D	
	WMCK	1360	1.000	KBS
Meadville	WMGW	1490	250	
Morrisville	WBUD	1490	250	
Nanticoke	WHWL	730	1.000-D	
New Castle	WKST	1280	1.000 CP-5.000	MBS
New Kensington	WKPA	1150	250-D	
Norristown	WNAR	1110	500-D	
Oil City	WKRZ	1340	250 SH	MBS-KBS
Philadelphia	KYW	1060	50.000	NBC
	WCAU	1210	50.000	CBS
	WDAS	1400	250	
	WFIL	560	5.000	ABC
	WHAT	1340	100 ST-WTEL	
	WIBG	990	10.000	
	WIP	610	5.000	MBS
	WJMJ	1530	10.000-D	
	WPEN	950	5.000	
	WTEL	1340	250 ST-WHAT	
Pittsburgh	KDKA	1020	50.000	NBC
	KQV	1410	5.000	MBS
	WCAE	1250	5.000	ABC
	WJAS	1320	5.000	CBS
	WPGH	1080	1.000-D	
	WPIT	730	1.000-D	
	WWSW	1490	250	
	CP-970		CP-5.000-LS 2.500-N	
Pottstown	*WMAC	1370	1.000-D	
Pottsville	WPAM	1450	250	MBS
	WPPA	1360	500-D	
Reading	WEEU	850	1.000-D CP-1.000	ABC
	WHUM	1240	250	MBS
	WRAW	1340	250	NBC

* Construction Permit.
** Non-Commercial Station.

AM STATIONS

City	Call Letters	Frequency	Power	Network
Rochester	*WYRO	1050	250-D	
Scranton	WARM	1400	250	ABC
	WGBI	910	1,000-LS	CBS
			500-N	
			ST-WQAN	
	WQAN	910	1,000-LS	
			500-N	
			ST-WGBI	
	WSCR	1000	1,000-D	
Shamokin	WISL	1480	1,000	MBS
Sharon	WPIC	790	1,000-D	
State College	WMAJ	1450	250	MBS-KBS
Stroudsburg	WHAB	840	250-D	
	*WVPO	1350	1,000-D	
Sunbury	WKOK	1240	250	
Uniontown	WMBS	590	1,000	CBS
Warren	WNAE	1310	1,000-D	MBS
Washington	WJPA	1450	250	MBS
Wilkes-Barre	WBAX	1240	250	MBS
	WBRE	1340	250	NBC
	WILK	1450	250	ABC
Williamsport	WRAK	1400	250	NBC
York	WNOW	1250	1,000-D	
	WORK	1350	1,000	NBC-MBS
	WSBA	900	1,000-D	ABC

*Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Allentown	WSAN-FM	99.9	260	8
	WFMZ	95.9	240	1
Altoona	WAPJ	96.5	243	
	WFBG-FM	103.7	279	3.9
Bethlehem	WGPA-FM	95.1	236	10
	WEST-FM	107.9	300	16
Bradford	WESB-FM	97.5	248	2.7
Butler	WISR-FM	97.7	249	0.56
	WBUT	103.9	250	0.600
Chambersburg	WCHA-FM	95.5	240	
DuBois	WCED-FM	102.1	271	9.5
Easton	WEEX	98.3	252	1
Erie	WERC-FM	99.9	260	20
	WEEL	97.1	246	
	WLEU-FM	97.9	250	20
Harrisburg	WHP-FM	97.3	247	4
	WABX	100.9	265	1
Hazelton	WAZL-FM	93.9	227	8.7
Johnstown	WJAC-FM	95.5	238	2.4
	WCRO-FM	100.7	264	
	WARD-FM	105.3	287	11
Lancaster	WLAN-FM	96.9	245	20
	WGAL-FM	101.3	267	16
Lebanon	WLBR-FM	100.1	261	0.625
	WLAB	104.1	281	
Lewistown	WLTN	97.9	250	2.25
McKeesport	WMCK-FM	104.9	285	0.5
Meadville	WMGW-FM	100.3	262	10
New Castle	WKST-FM	101.1	266	9.2
Norristown	WNAR-FM	92.1	221	0.470
Oil City	WDOE	98.5	253	20
	WKRZ-FM	105.9	290	6.5
Philadelphia	WJUN	91.7	219	20
	KYW-FM	92.5	223	20
	WIP-FM	93.3	227	20
	WIBG-FM	94.1	231	17
	WFLN	95.7	239	20
	WDAS-FM	96.5	243	
	WCAU-FM	98.1	251	10
	WFIL-FM	102.1	271	9
	WPEN-FM	102.9	275	20
	WUSE	103.7	279	20
	WHAT-FM	105.3	287	20
	WJMJ	106.9	295	20
Pittsburgh	KDKA-FM	92.9	225	9
	WKJF	93.7	229	20
Pittsburgh	WMOT	94.5	233	8.5
	WCAE-FM	96.1	241	12
	KQV-FM	98.1	251	20
	WJAS-FM	99.7	259	20
	WPIT-FM	101.5	268	20
Pottsville	WPAM-FM	95.5	238	5.1
	WPPA-FM	101.9	270	2.8
Reading	WEEU-FM	92.9	225	9
Sayre	WCKA	96.7	244	0.270
Scranton	WQAN-FM	92.3	222	1.8
	WMLE	93.7	229	3
	WHWL	96.1	241	
	WGBI-FM	101.3	267	1.8
	WARM-FM	105.7	289	6
Shamokin	WISL-FM	102.9	275	5.5
Sharon	WPIC-FM	102.9	275	26
Stroudsburg	WHAB-FM	96.7	244	0.490
Sunbury	WKOK-FM	94.1	231	4.4
Uniontown	WMBS-FM	105.7	289	1.5
	WNIQ	106.5	293	2.2
Warren	WNAE-FM	92.1	221	0.520
Washington	WJPA-FM	104.3	282	5.8
West Chester	WWCH	91.3	217	2.4
Wilkes-Barre	WBRE-FM	98.5	253	2.2
	WIZZ	103.3	277	2.5
	WILK-FM	107.3	297	3.1
Williamsport	WRAK-FM	100.3	262	3.2
	WLYC	105.1	286	3.0
York	WRZE	98.5	253	8
	WSBA-FM	103.3	277	20
	WNOW-FM	105.7	289	17

Setting the Pace in Pittsburgh

Sunrise **WPIT** Sunset

Serving a larger area than any present or proposed Pittsburgh Radio Station* (except KDKA) at 730 on every radio dial.

WPIT-FM

20,000 watts channel no. 268

6:00 a. m. to Midnight

For additional information about the BEST in Pittsburgh Radio, phone, write or wire.

Joseph Hershey McGillvra, Inc.

or

Jack Merdian, General Manager of

Western Pa's Number 1 Independent Station

GRant 0794

Affiliated with Friendly Group Stations

WBMS, Boston • WFPG, Atlantic City • WSTV, • Steubenville, Ohio • WKNY, Kingston, NY •

0.5 MV/M coverage maps from FCC files

TOPS IN A RICH INDUSTRIAL AND AGRICULTURAL MARKET

Primary population—682,177; Secondary 1,799,711. Counties in primary area are—York, Lancaster, Adams, Dauphin, Cumberland. Secondary—Franklin, Perry, Juniata, Lebanon, Berks, Chester, Cecil, Harford, Baltimore, Washington, Carroll, Frederick, Baltimore City.

Winning Favor with its local Flavor

WNOW

THE VOICE OF SOUTH-CENTRAL PENNSYLVANIA

1250 K C

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Allentown (see also Bethlehem-Easton)			8
A-H	Lehigh Valley Bcstg. Co.		8
A-H	Penn-Allen Bcstg. Co.		8
A-H	Tri-City Telecasters		8
Altoona 9			
A	Central Pa. Corp.		9
A	Gable Bcstg. Co.		9
Bethlehem (see also Allentown-Easton)			
A-H	Philco Tele. Bcstg. Corp.		8
Easton (see also Allentown-Bethlehem)			
A-H	Easton Pub. Co.		8
Erie 12			
CP	Dispatch Inc.	(WICU)	12
A	Presque Isle Bcstg. Co.		3
Harrisburg 8c			
A-H	Harold O. Bishop		8
A-H	WHP Inc.		8
Hazleton			
A	Hableton Bcstg. Co.		2
Johnstown 13			
CP	WJAC Inc.	(WJAC-TV)	13
Lancaster 4c			
CP	WGAL Inc.	(WGAL-TV)	4
Meadville			
A	Meadville Bcstg. Service		13
Philadelphia 3, 6, 10, 12			
A-H	Daily News Tele. Co.		12
A-H	Pa. Bcstg. Co.		12
O	Phila. Inquirer	(WFIL-TV)	6
L	Philco. Tele. Bcstg. Corp.	(WPTZ)	3
O	WCAU Inc.	(WCAU-TV)	10
Pittsburgh 3, 6, 8, 10			
A-H	Allegheny Bcstg. Corp.		8
CP	Allen B. DuMont	(WDTV)	3
A-H	Louis G. Baltimore Labs.		11
A-H	Matta Bcstg. Co.		10
A-H	Pittsburgh Radio Supply House		10
A-H	United Bcstg. Corp.		10
A-H	WCAE Inc.		10
A-H	Westinghouse Radio Stations		6
A-H	WWSW Inc.		10
Reading 5c			
A-H	Eastern Radio Corp.		5
A-H	Hawley Bcstg. Co.		5
Scranton (see also Wilkes-Barre)			11
A	Appalachian Co.		7
Wilkes-Barre (see also Scranton)			
A-H	Wyoming Valley Bcstg. Co.		11
Williamsport 2, 13			
A	Central Pa. Corp.		13
A	WRAK Inc.		13
York 8c			
A-H	Helm Coal Co.		8
A-H	Susquehanna Bcstg. Co.		8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing; L indicates license.

PENNSYLVANIA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Aliquippa	Beaver	6 770	92.2	6 240	
Allentown	Lehigh	27 660	97.6	27 000	Con
Altoona	Blair	23 340	96.1	22 430	Con
Ambridge	Beaver	5 040	93.7	4 720	
Beaver Falls	Beaver	4 950	96.8	4 790	
Berwick	Columbia	3 790	93.7	3 550	
Bethlehem	Northampton	16 290	97.3	15 850	Con
Bloomsburg	Columbia	3 140	95.5	3 000	
Braddock	Allegheny	4 700	94.5	4 440	
Bradford	McKean	5 410	96.1	5 200	Con
Bristol	Bucks	3 030	97.7	2 960	
Butler	Butler	7 060	95.8	6 760	Con
Carlisle	Cumberland	4 340	94.5	4 100	
Chambersburg	Franklin	4 580	95.2	4 360	Con
Charleroi	Washington	3 180	96.9	3 080	
Chester	Delaware	16 190	95.3	15 430	
Clearfield	Clearfield	2 680	96.6	2 590	

PENNSYLVANIA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Coatesville	Chester	3 950	94.4	3 730	
Connellsville	Fayette	3 880	95.4	3 700	Con
DuBois	Clearfield	3 500	95.4	3 340	Con
Easton	Northampton	10 250	96.8	9 920	Con
Ellwood City	Lawrence	3 330	97.6	3 250	
Erie	Erie	33 560	96.8	32 490	Con - Hooper
Farrell	Mercer	3 510	92.0	3 230	
Greensburg	Westmoreland	4 720	96.8	4 570	
Grove City	Mercer	2 000	97.5	1 950	
Harrisburg	Dauphin	25 960	97.6	25 340	Con - Hooper
Haverford	Delaware	8 060	99.3	8 000	
Hazleton	Luzerne	9 740	96.8	9 430	Con
Huntingdon	Huntingdon	2 300	97.0	2 230	
Indiana	Indiana	3 080	97.7	3 010	Con
Johnstown	Cambria	17 810	94.5	16 830	Con
Lancaster	Lancaster	18 530	95.3	17 660	Con
Lebanon	Lebanon	8 070	96.2	7 760	Con
Lewistown	Mifflin	4 060	95.3	3 870	Con
Lock Haven	Clinton	3 150	94.6	2 980	Con
Lower Merion	Montgomery	10 590	99.2	10 510	
Mahanoy City	Schuylkill	3 490	94.6	3 300	
McKeesport	Allegheny	15 430	96.1	14.830	
Meadville	Crawford	5 980	96.2	5 750	Con
Morrisville	Bucks	1 580	98.1	1 550	
Mount Carmel	Northumberland	4 500	93.8	4 220	
Nanticoke	Luzerne	6 410	95.3	6 110	Con
New Castle	Lawrence	13 890	93.8	13 030	Con
New Kensington	Westmoreland	6 850	96.1	6 580	
Norristown	Montgomery	9 210	97.6	8 990	
Oil City	Venango	5 970	95.3	5 690	Con
Philadelphia	Philadelphia	553 810	96.1	532 330	Pul-Con-Hpr
Phoenixville	Chester	3 210	96.0	3 080	
Pittsburgh	Allegheny	191 160	96.1	183 700	Con - Hooper
Pottsville	Schuylkill	6 810	96.0	6 540	Con
Reading	Berks	32 550	96.8	31 510	Con
Sayre	Bradford	2 210	96.8	2 140	
Scranton	Lackawanna	39 960	96.1	38 400	Con
Shamokin	Northumberland	5 250	96.8	5 080	
Sharon	Mercer	7 140	97.6	6 970	Con
Shenandoah	Schuylkill	4 890	92.0	4 500	
State College	Centre	2 050	97.6	2 000	
Stroudsburg	Monroe	1 980	97.0	1 920	Con
Sunbury	Northumberland	4 900	97.5	4 780	Con
Tamaqua	Schuylkill	3 520	97.7	3 440	
Uniontown	Fayette	6 300	94.4	5 950	Con
Upper Darby	Delaware	17 580	99.2	17 440	
Warren	Warren	4 690	95.5	4 480	Con
Washington	Washington	7 630	95.3	7 270	Con
Waynesboro	Franklin	3 170	96.2	3 050	
West Chester	Chester	3 860	95.3	3 680	
Wilkes-Barre	Luzerne	22 210	96.1	21 340	Con - Hooper
Wilkinsburg	Allegheny	9 390	99.1	9 310	
Williamsport	Lycoming	13 590	95.3	12 950	Con
York	York	17 310	96.1	16 630	Con

PENNSYLVANIA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	13,000	93.7	12,180	3,336	6,796	2,625	23,046	18,626
Allegheny	403,470	96.3	388,500	222,067	423,410	218,915	1,682,010	1,314,735
Armstrong	24,420	94.4	23,050	8,095	16,512	8,155	32,217	41,569
Beaver	44,140	94.6	41,740	20,984	48,664	22,309	56,656	104,262

(Continued on page 204)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

on WCAU you're in Philadelphia

2nd in the U. S. in television receiver owners

3rd in the U. S. in radio set owners

CBS affiliate

AM

TV

FM

FAX

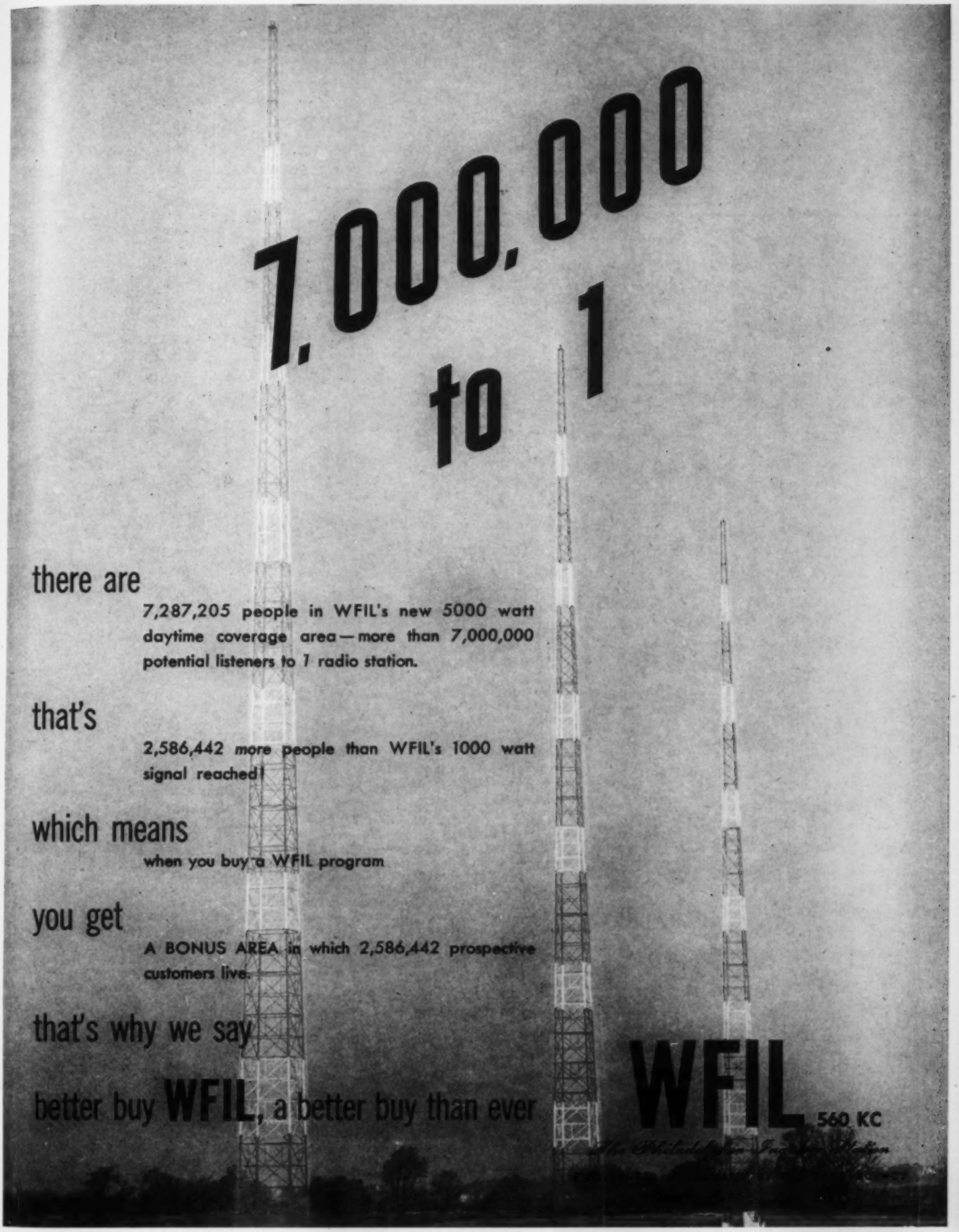
THE PHILADELPHIA BULLETIN STATIONS

PENNSYLVANIA RADIO MARKET DATA BY COUNTIES

(Continued from page 202)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Bedford	13,250	90.8	12,030	2,440	2,651	1,078	10,941	19,498
Berks	72,560	96.2	69,770	32,981	74,775	36,820	130,875	201,905
Blair	41,690	94.9	39,550	20,034	18,664	7,361	40,201	100,656
Bradford	15,680	93.2	14,620	6,844	6,442	2,687	22,812	31,702
Bucks	32,260	97.5	31,440	14,160	21,790	11,575	57,965	65,614
Butler	25,270	95.0	24,010	10,597	16,063	8,189	43,559	60,673
Cambria	57,520	94.1	54,120	16,936	48,040	22,562	58,014	151,038
Cameron	2,260	92.5	2,090	568	1,034	585	3,719	4,969
Carbon	17,550	96.5	16,930	4,880	15,817	8,988	24,378	29,581
Centre	15,930	94.5	15,060	5,803	9,806	4,183	21,580	36,962
Chester	38,170	95.2	36,350	16,696	25,295	11,762	78,708	103,042
Clarion	11,430	93.0	10,630	4,171	5,157	2,503	24,122	21,300
Clearfield	26,430	93.9	24,830	6,524	13,854	6,867	29,716	47,075
Clinton	10,680	94.3	10,070	3,340	8,584	4,032	16,647	21,925
Columbia	16,020	94.3	15,100	5,318	11,603	5,364	29,012	29,334
Crawford	22,590	94.3	21,310	7,456	13,376	6,378	36,130	53,701
Cumberland	23,560	94.8	22,330	5,423	13,243	5,473	37,194	50,373
Dauphin	53,640	96.1	51,540	34,146	48,634	22,132	112,790	162,776
Delaware	91,010	97.8	89,020	58,209	60,280	34,019	97,866	250,426
Elk	9,690	94.8	9,190	2,215	9,034	4,337	17,952	18,597
Erie	54,670	95.4	52,160	27,047	49,535	25,997	120,395	149,561
Fayette	60,480	93.9	56,770	14,634	36,857	20,767	42,470	119,010
Forest	1,670	93.4	1,560	383	899	406	1,775	2,252
Franklin	20,670	92.8	19,190	7,162	13,530	5,756	45,703	42,920
Fulton	2,990	91.6	2,740	203	218	61	3,113	3,094
Greene	13,340	92.6	12,350	4,109	7,006	4,026	10,621	18,990
Huntingdon	12,690	91.9	11,660	2,669	6,628	2,896	11,892	21,634
Indiana	22,700	94.0	21,340	4,823	11,263	6,316	27,892	42,367
Jefferson	15,730	93.4	14,690	4,329	8,385	3,654	20,230	31,383
Juniata	4,720	91.3	4,310	819	1,933	727	7,742	6,524
Lackawanna	79,950	94.6	75,640	26,247	61,005	29,119	132,903	187,819
Lancaster	66,390	93.5	62,090	29,921	51,001	22,358	131,042	178,429
Lawrence	28,720	95.1	27,310	15,935	22,519	11,209	43,030	72,516
Lebanon	21,660	95.4	20,670	7,593	18,886	7,773	40,076	54,689
Lehigh	52,310	96.5	50,490	21,090	51,609	23,672	90,992	164,341
Luzerne	116,750	95.5	111,540	36,381	101,814	30,238	193,726	269,927
Lycoming	29,730	94.1	27,980	14,547	24,693	11,039	45,020	71,482
McKean	17,780	95.7	17,010	9,730	14,836	7,324	43,848	45,535
Mercer	30,070	95.3	28,660	14,073	26,602	9,950	59,384	77,311
Mifflin	13,150	93.1	12,240	4,374	8,754	4,463	15,053	29,015
Monroe	9,180	94.9	8,710	4,088	6,755	2,730	16,389	26,981
Montgomery	82,300	97.3	80,110	54,809	75,394	38,589	154,107	266,860
Montour	4,080	91.9	3,750	1,144	1,950	884	6,480	6,771
Northampton	48,700	96.3	46,890	27,361	59,427	28,384	109,310	136,576
Northumberland	37,500	94.7	35,560	10,104	26,842	12,236	47,290	73,518
Perry	7,430	93.9	6,980	2,033	1,696	583	8,181	9,531
Philadelphia	553,810	96.1	532,330	251,052	672,099	380,349	2,710,817	1,962,712
Pike	2,780	94.6	2,630	740	565	200	3,050	3,938
Potter	5,790	91.9	5,320	1,955	1,587	585	5,966	11,754
Schuykill	63,020	94.8	59,740	14,943	38,164	18,491	89,751	127,560
Snyder	6,200	92.3	5,720	1,148	1,982	684	8,107	6,771
Somerset	24,770	92.6	22,940	3,982	10,426	5,471	27,656	45,942
Sullivan	2,280	91.7	2,090	683	826	340	2,376	2,383
Susquehanna	10,180	93.3	9,500	3,215	1,949	731	9,728	15,895
Tioga	11,450	93.5	10,710	4,746	5,083	2,168	12,754	20,036
Union	6,000	94.3	5,660	2,206	2,175	931	10,325	9,895
Venango	18,170	94.2	17,120	8,409	14,229	6,859	47,156	42,339
Warren	12,900	94.2	12,150	6,089	9,154	4,430	29,015	41,554
Washington	64,260	94.8	60,920	21,854	47,379	25,361	81,593	136,852
Wayne	8,720	93.7	8,170	3,194	5,492	2,493	16,729	17,856
Westmoreland	89,390	95.3	85,170	32,090	76,825	32,805	123,162	186,254
Wyoming	5,270	93.7	4,940	1,894	1,260	552	7,444	10,882
York	56,380	95.3	53,730	14,993	57,438	26,612	137,784	133,805

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.


7,000,000
to 1
there are
7,287,205 people in WFIL's new 5000 watt daytime coverage area—more than 7,000,000 potential listeners to 1 radio station.
that's
2,586,442 more people than WFIL's 1000 watt signal reached!
which means
when you buy a WFIL program
you get
A BONUS AREA in which 2,586,442 prospective customers live.
that's why we say
better buy WFIL, a better buy than ever
WFIL
560 KC

RHODE ISLAND RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposit 1944, 1,000's	Retail Sales 1947, 1,000's
Bristol	7,170	99.2	7,110	3,567	7,201	3,717	11,718	14,507
Kent	17,420	98.7	17,190	6,523	9,965	4,576	23,363	44,361
Newport	14,150	98.7	13,960	9,174	5,332	2,319	44,335	43,099
Providence	160,970	98.9	159,270	71,125	201,603	103,374	633,784	561,412
Washington	10,890	97.1	10,570	6,450	7,767	3,818	32,883	37,423

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

RHODE ISLAND

AM STATIONS

City		Frequency	Power	Network
Pawtucket	WFCI	1420	5,000	ABC
Providence	WEAN	790	5,000	MBS
	WHIM	1110	1,000-D	
	WJAR	920	5,000	NBC
	WNAF	1290	500-D	
	WPRO	630	5,000	CBS
	WRIB	1220	250-D	
Woonsocket	WWON	1240	250	

TV STATIONS

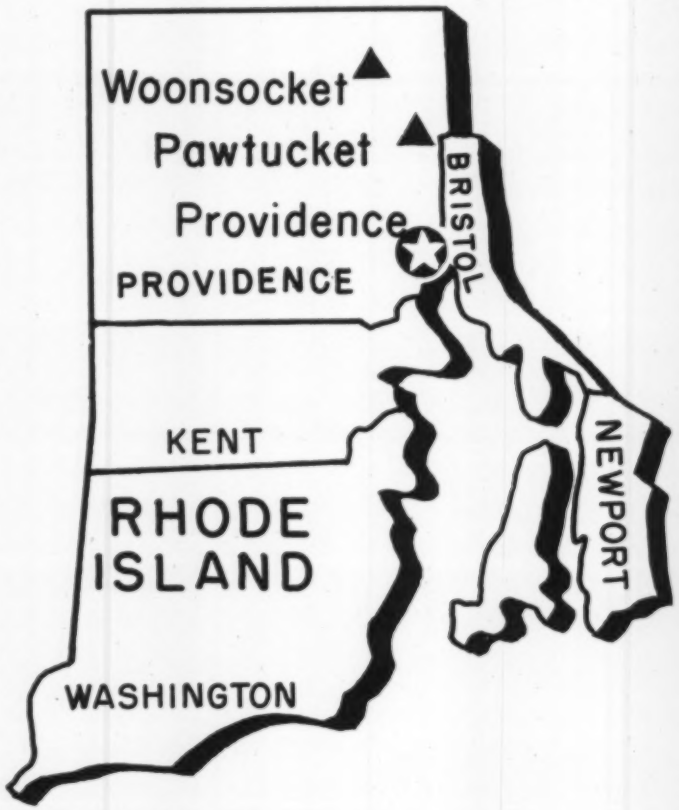
Status	City and Applicant	Call Letters	Channel No.
Providence			
A-H	Cherry & Webb Bcstg. Co.		13
CP	Outlet Co.	(WJAR-TV)	11

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Pawtucket	WFCI-FM	101.5	268	20
	WDOM	89.9	210	3.1
	WPTL	91.5	218	2.5
	WPRO-FM	92.3	222	20
	WEAN-FM	94.1	231	16.5
	WJAR-FM	95.5	238	14
	WPJB	105.1	286	20
	WLIV	107.7	299	20
Woonsocket	WWON-FM	105.5	288	

RHODE ISLAND RADIO MARKETS BY CITIES

Central Falls	Providence	7 170	98.6	7 070	
Cranston	Providence	12 470	99.4	12 400	
East Providence	Providence	9 350	99.3	9 280	
Newport	Newport	8 480	99.1	8 400	
Pawtucket	Providence	23 070	99.0	22 840	
Providence	Providence	74 680	99.1	74 010	Con - Hooper
Warwick	Kent	9 370	99.3	9 300	
Westerly	Washington	3 250	98.5	3 200	
Woonsocket	Providence	14 500	98.5	14 280	Con



See page 3 for key to map.

WWON

WINS IN WOONSOCKET!

CONLAN SURVEY 1948	WWON	Ntwk Sta. "B"	Ntwk Sta. "C"	Ntwk Sta. "D"	Ntwk Sta. "E"	Ntwk Sta. "F"
ENTIRE SURVEY April 25-May 1	36.8	4.5	7.7	6.9	19.6	18.7
MORNING PERIODS	36.4	3.5	9.6	9.6	15.4	19.7
AFTERNOON PERIODS	43.7	5.3	8.1	4.8	19.3	12.4
EVENING PERIODS	31.3	4.3	6.5	7.4	21.8	23.4

FACTS FOR TIME BUYERS

To help you buy to best advantage WWON offers advertisers and agencies "Study of Woonsocket Listening Habits" by Robert S. Conlan and Associates, Inc. Write for your copy today!

ASSOCIATED ELECTRONIC ENTERPRISES, INC.
WOONSOCKET, R. I.

THE SOCK IN WOONSOCKET!

Represented nationally by McGeehan & O'Mara, Inc.

WWON

MARKET INDICATORS FOR RHODE ISLAND

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	745,000	'47	713,346	'40
BMB Families	210,600	'48	205,100	'46
Per Cent Radio	98.8	'48	97.7	'46
Radio Families	208,100	'48	200,300	'46
Number of Business Concerns (1)	13,633	'46	12,509	'39
Domestic Urban Electric Consumers	203,000	'46	187,000	'39
Private & Commercial Passenger Auto Registrations	167,431	'46	154,916	'39
Business Telephones	61,000	'46	43,700	'39
Residential Telephones	130,500	'46	78,200	'39
Nonagricultural Employment (2)	261,000	'46	244,000	'39
Total Income Payments to Individuals	$1,133,000,000	'47	480,000,000	'39
Per Capita Income Payments	$ 1,521	'47	678	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 22,863,000	'46	7,704,000	'41
Bank Deposits	$1,011,000,000	'46	501,000,000	'39
Drug Store Sales	$ 27,318,000	'46	10,911,000	'39
Gross Postal Receipts (4)	$ 5,508,000	'46	3,471,000	'39
Total Private Construction	$ 31,700,000	'46	18,200,000	'39
Private Residential Building	$ 15,000,000	'46	10,300,000	'39
Private Nonresidential Building	$ 12,500,000	'46	5,000,000	'39
Farm Construction	$ 300,000	'46	300,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

See page 3 for key to map.

SOUTH CAROLINA

AM STATIONS

City	Call Letters	Frequency	Power	Network
Anderson	WAIM	1230	250	CBS
	*WANS	1280	1,000-D	
Barnwell	*WVSC	1240	250	
Bennettsville	WBSC	1400	250	MBS
Camden	*WACA	1590	1,000-D	
Charleston(H)	WCSC	1390	5,000	CBS
	WFAK	730	1,000-D	MBS
	WHAN	1340	250	ABC
	WTMA	1250	5,000-LS 1,000-N	NBC
	WUSN	1450	250	MBS
Chester	*WGCD	1490	250	
Columbia	WCOS	1400	250	ABC
	WIS	560	5,000	NBC
	WKIK	1320	1,000-LS 500-N	CBS
	WNOK	1230	250	MBS
Conway	WLAT	1490	250	MBS
Dillon	WDSC	800	1,000-D	MBS
Florence	WJMX	970	5,000-D	
	WOLS	1230	250	ABC-KBS
Gaffney	WFGN	1570	250-D	
Greenville	WESC	660	5,000-D	MBS
	WFBC	1330	5,000	NBC
	WMRC	1490	250	ABC
Greenwood	WCRS	1450	250	NBC
Hartsville	WHSC	1450	250	MBS
Laurens	WLBG	860	250-D	KBS
Myrtle Beach	WMRA	1450	250	KBS
Newberry	WKDK	1240	250	MBS-KBS
Orangeburg	WRNO	1450	250	MBS
	*WTND	1270	1,000-D	
Rock Hill	WRHI	1340	250	MBS-KBS
	WTYC	1150	1,000-D	
Seneca	*WSNW	1150	1,000-D	
Spartanburg	WORD	1400	250	ABC
	WSPA	950	5,000	CBS
Sumter	WFIG	1340	250	MBS
Walterboro	WALD	1490	250	MBS

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Anderson	WCAC	101.1	266	33.2
Charleston	WTMA-FM	95.1	236	49
	WCSC-FM	96.9	245	36
Columbia	WIS-FM	94.5	233	150
Florence	WBFK	94.1	231	14
	WOLS-FM	106.1	291	
Greenville	WESC-FM	92.5	223	12
	WFBC-FM	93.7	229	160
	WMRC-FM	94.9	235	79
Greenwood	WCRS-FM	95.7	239	6.5
Mullin		95.9	240	0.600
Rock Hill	WRHI-FM	97.5	248	2.1
Spartanburg	WDXY	100.5	263	14
	WSPA	98.9	255	262

TV STATIONS

Greenville 10
A Greenville News-Piedmont Co. 10

SOUTH CAROLINA RADIO MARKETS BY CITIES

Anderson	Anderson	6	230	85.1	5 300	Con
Bennettsville	Marlboro	1	560	80.1	1 250	
Charleston	Charleston	24	230	80.6	19 520	Con
Columbia	Richland	18	230	86.0	15 680	Con
Conway	Horry	1	430	79.0	1 130	
Dillon	Dillon	1	160	81.0	940	
Florence	Florence	5	120	82.0	4 200	Con
Greenville	Greenville	11	520	83.8	9 650	Con
Greenwood	Greenwood	4	000	83.5	3 340	Con
Hartsville	Darlington	1	630	76.7	1 250	
Lancaster	Lancaster	1	360	86.8	1 180	
Newberry	Newberry	2	470	84.2	2 080	Con
Orangeburg	Orangeburg	3	500	78.0	2 730	
Rock Hill	York	4	490	89.3	4 010	Con
Spartanburg	Spartanburg	9	880	86.1	8 510	Con
Sumter	Sumter	4	970	80.1	3 980	Con
Walterboro	Colleton	1	040	80.8	840	

MARKET INDICATORS FOR SOUTH CAROLINA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	1,951,000	'47	1,899,804	'40
BMB Families	455,400	'48	455,000	'46
Per Cent Radio	83.2	'48	71.2	'46
Radio Families	379,000	'48	324,000	'46
Number of Business Concerns (1)	18,449	'46	15,448	'39
Domestic Urban Electric Consumers	†		†	
Private & Commercial Passenger Auto Registrations	315,795	'46	268,633	'39
Business Telephones	54,300	'46	25,200	'39
Residential Telephones	94,900	'46	36,300	'39
Nonagricultural Employment (2)	359,000	'46	292,000	'39
Total Income Payments to Individuals	$1,517,000,000	'47	493,000,000	'39
Per Capita Income Payments	$ 778	'47	261	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 30,740,000	'46	5,857,000	'41
Bank Deposits	$ 676,000,000	'46	164,000,000	'39
Drug Store Sales	$ 31,134,000	'46	12,816,000	'39
Gross Postal Receipts (4)	$ 4,619,000	'46	2,687,000	'39
Total Private Construction	$ 58,100,000	'46	28,800,000	'39
Private Residential Building	$ 14,400,000	'46	16,500,000	'39
Private Nonresidential Building	$ 34,100,000	'46	6,900,000	'39
Farm Construction	$ 3,900,000	'46	2,500,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † South Carolina figures included in North Carolina.

GREENVILLE NOW FIRST

RETAIL SALES $126,152,000

WHOLESALE SALES $153,000,000

BUYING INCOME $178,003,000

Figures From Sales Management 1948 Survey of Buying Power.

WFBC COVERS THIS TOP SOUTH CAROLINA MARKET

Greenville County, first in Sales and Income in South Carolina is one of 13 rich counties in which WFBC has primary coverage . . . an area in which radio ownership closely approaches the national average reported by BMB of 94.2%.

NBC FOR ALL THREE GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC

5000 Watts 19 Hours Daily and WFBC-FM

93.7 Channel • 60,000 Watts

GREENVILLE, S.C.

THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

SOUTH CAROLINA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Abbeville	5,060	80.2	4,060	565	2,804	1,017	2,831	8,142
Aiken	12,350	84.0	10,380	1,638	6,530	2,814	4,890	20,373
Allendale	2,740	78.1	2,140	277	696	180	1,144	4,088
Anderson	21,790	86.3	18,810	2,773	17,526	6,252	16,861	48,293
Bamberg	4,090	77.7	3,180	386	1,353	421	2,046	8,342
Barnwell	4,750	77.7	3,690	328	731	215	1,950	6,765
Beaufort	4,020	76.6	3,080	553	1,354	458	3,497	8,192
Berkeley	4,730	78.8	3,730	67	1,182	381	185	6,299
Calhoun	3,130	77.6	2,430	217	692	176	1,943	5,813
Charleston	36,120	82.0	29,610	10,225	29,231	12,230	57,559	112,464
Cherokee	7,530	86.3	6,500	1,079	4,432	1,366	6,336	14,307
Chester	7,400	84.2	6,230	1,371	5,369	2,076	5,480	16,451
Chesterfield	6,860	81.5	5,590	535	2,753	733	3,712	13,720
Clarendon	5,870	77.2	4,530	325	886	262	1,538	9,566
Colleton	6,210	77.3	4,800	476	1,504	382	4,961	10,772
Darlington	10,680	80.7	8,620	1,218	5,885	2,416	8,201	23,339
Dillon	5,950	80.7	4,800	608	1,890	560	4,330	12,450
Dorchester	5,260	80.0	4,210	568	1,436	485	2,323	7,873
Edgefield	4,000	80.0	3,200	372	1,106	350	3,142	6,333
Fairfield	5,580	79.7	4,450	302	2,745	968	2,911	8,577
Florence	15,130	81.5	12,330	2,563	6,416	2,152	15,422	47,523
Georgetown	6,700	79.1	5,300	534	5,076	1,731	3,233	12,765
Greenville	41,320	89.2	36,850	8,645	39,746	16,634	49,675	126,152
Greenwood	10,250	85.4	8,750	1,688	12,637	4,853	8,474	29,132
Hampton	4,230	78.0	3,300	136	1,803	546	1,124	4,674
Horry	11,080	79.6	8,820	694	3,242	966	9,117	26,553
Jasper	2,920	78.4	2,290	134	713	189	850	2,077
Kershaw	6,900	79.0	5,450	732	3,444	1,072	6,638	12,447
Lancaster	7,650	86.8	6,640	535	5,901	2,214	4,421	15,898
Laurens	11,600	84.2	9,770	1,033	7,405	2,927	6,848	21,312
Lee	4,010	75.8	3,040	285	628	169	1,781	9,348
Lexington	9,620	85.1	8,190	998	2,676	885	2,497	13,069
McCormick	2,120	77.8	1,650	88	564	113	484	2,831
Marion	6,950	79.1	5,500	884	2,266	711	9,541	16,734
Marlboro	6,400	79.4	5,080	862	2,695	930	4,875	14,021
Newberry	7,720	82.8	6,390	1,132	5,534	2,026	4,904	17,942
Oconee	7,920	84.8	6,720	838	4,393	1,449	4,315	13,888
Orangeburg	14,640	78.3	11,460	1,527	4,896	1,626	13,403	31,319
Pickens	8,680	88.5	7,680	687	6,161	2,050	5,123	15,848
Richland	27,250	86.4	23,560	11,524	24,707	9,612	41,052	117,173
Saluda	3,140	80.6	2,530	188	692	162	1,647	3,736
Spartanburg	34,080	88.5	30,170	5,789	31,112	11,958	27,283	89,905
Sumter	11,650	78.6	9,160	2,236	6,084	2,105	12,446	33,400
Union	7,910	84.4	6,630	747	6,346	2,393	3,489	17,339
Williamsburg	7,700	76.2	5,870	382	1,468	405	3,509	12,431
York	13,710	85.9	11,780	2,348	11,697	4,484	13,538	35,371

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

SO YOU'RE THINKING OF

SOUTH CAROLINA?

- WIS serves more counties in the State than any combination of 2 South Carolina stations.
- In addition to a daytime State-wide coverage, WIS serves 15 North Carolina and Georgia Counties.
- 89.22% of Columbia's shoppers reside in the 20-county (BBD&O) Columbia Trading Area.
- Only WIS provides substantial saturation in all counties in the Columbia Trading Area.
- WIS is the only NBC affiliate within an eighty-mile radius of Columbia, the Capital City.
- There is no station with more than one kilowatt power within eighty miles of Columbia.
- The State of South Carolina's effective buying income was set at $1,575,252,000(†).
- From 1939-1945, South Carolina led the United States in industrial growth with 19%.

HOURLY HOOPER STATION LISTENING INDEX
Share of Audience

City Zone, Columbia, S. C. — Spring, 1948

Time	Sets-in-Use	WIS	Station "B"	Station "C"	Station "D"
8- 9 AM	16.1	44.6	27.3	18.6	9.5
9-10 AM	15.5	36.3	41.0	14.7	8.0
10-11 AM	16.9	47.9	31.2	7.3	13.2
11-12 AM	16.0	42.5	22.8	11.0	21.9
12- 1 PM	19.4	42.7	26.2	21.0	10.1
1- 2 PM	14.3	42.8	25.6	15.8	14.9
2- 3 PM	18.3	52.2	20.2	16.0	11.6
3- 4 PM	18.5	56.8	22.7	10.8	9.7
4- 5 PM	19.6	59.9	15.5	13.0	11.2
5- 6 PM	18.3	58.3	20.3	12.0	9.4
6- 7 PM	16.2	58.1	21.4	11.5	9.0
7- 8 PM	19.2	54.9	25.3	7.2	11.9
8- 9 PM	28.3	55.3	22.1	7.1	15.0
9-10 PM	34.9	55.6	22.0	7.1	12.9

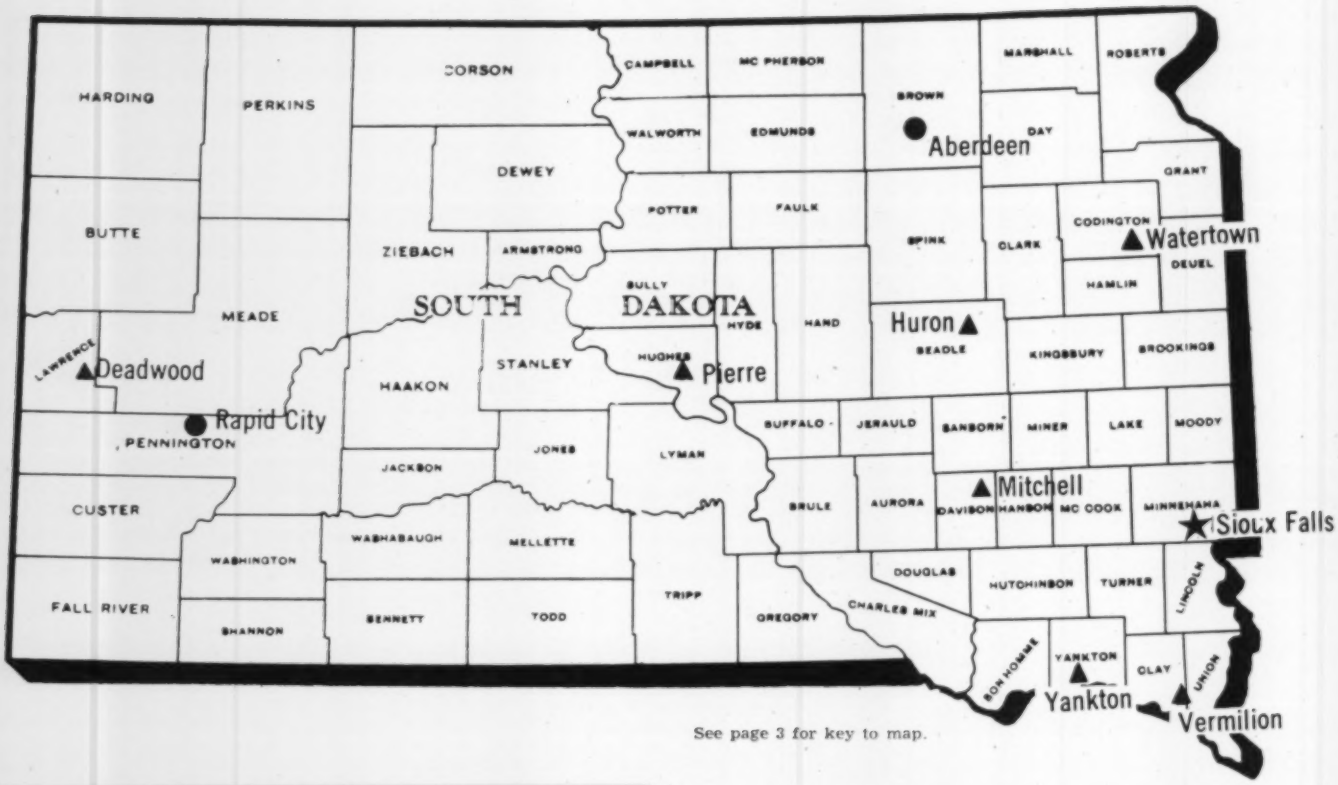
- A single broadcast "pulled" 11,421 pieces of mail for the "WIS Hillbillies" program.
- 5,000 watts on 560 kilocycles makes WIS "South Carolina's Most Powerful Voice".
- 8 hours daily, WIS had more listeners in Columbia than the other 3 stations combined (*).
- 84% of the measured time, WIS has more listeners than the combination of any 2 stations (*).
- WIS had a rated daytime audience in 43 of the State's 46 counties (BMB-WIS March, 1946).
- South Carolina's increase in Cash Income from Farm Market, 1940-46, was a total of 219.2%.
- Retail Sales figures for last year in South Carolina were a healthy $1,095,071,000 (†).
- WIS-fm is offered to all advertisers as a bonus, with no additional charge for the service.
- For more conclusive proof of all these statements, see us, or ask Free & Peters, Inc.

(*) C. E. Hooper, Inc., Spring, 1948 — Columbia City Zone

(†) Sales Management (Estimates) January 1, 1948

WIS 5000 watts — NBC affiliate
COLUMBIA, S. C.
560 k.c. plus fm

G. RICHARD SHAFTO
General Manager
J. DUDLEY SAUMENIG
Managing Director
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES



See page 3 for key to map.

SOUTH DAKOTA

AM STATIONS

City		Frequency	Power	Network
Aberdeen	KABR	1420	5,000	MBS
	KSDN	930	1,000	
Deadwood	KDSJ	1450	250	KBS
Huron	KIJV	1340	250	MBS
Mitchell	KMHK	1490	250	MBS
Pierre	KGFX	630	200-D	KBS
Rapid City	KOTA	1380	5,000	CBS
	WCAT	1230	100-D	
			SH	
Sioux Falls	KELO	1230	250	
		CP-1320		
			CP-5,000	
	*KIHO	1270	1,000	MBS
	KSOO	1140	5,000	
			L-WRVA	
	KISD	1230	250	
Vermillion	**KUSD	920	500	
			ST-KFNF	
Watertown	KWAT	1240	250	KBS
Yankton	WNAX	570	5,000	
				ABC-MBS

* Construction Permit.
** Non-Commercial Station.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Sioux Falls	KEFM	102.9	275	52

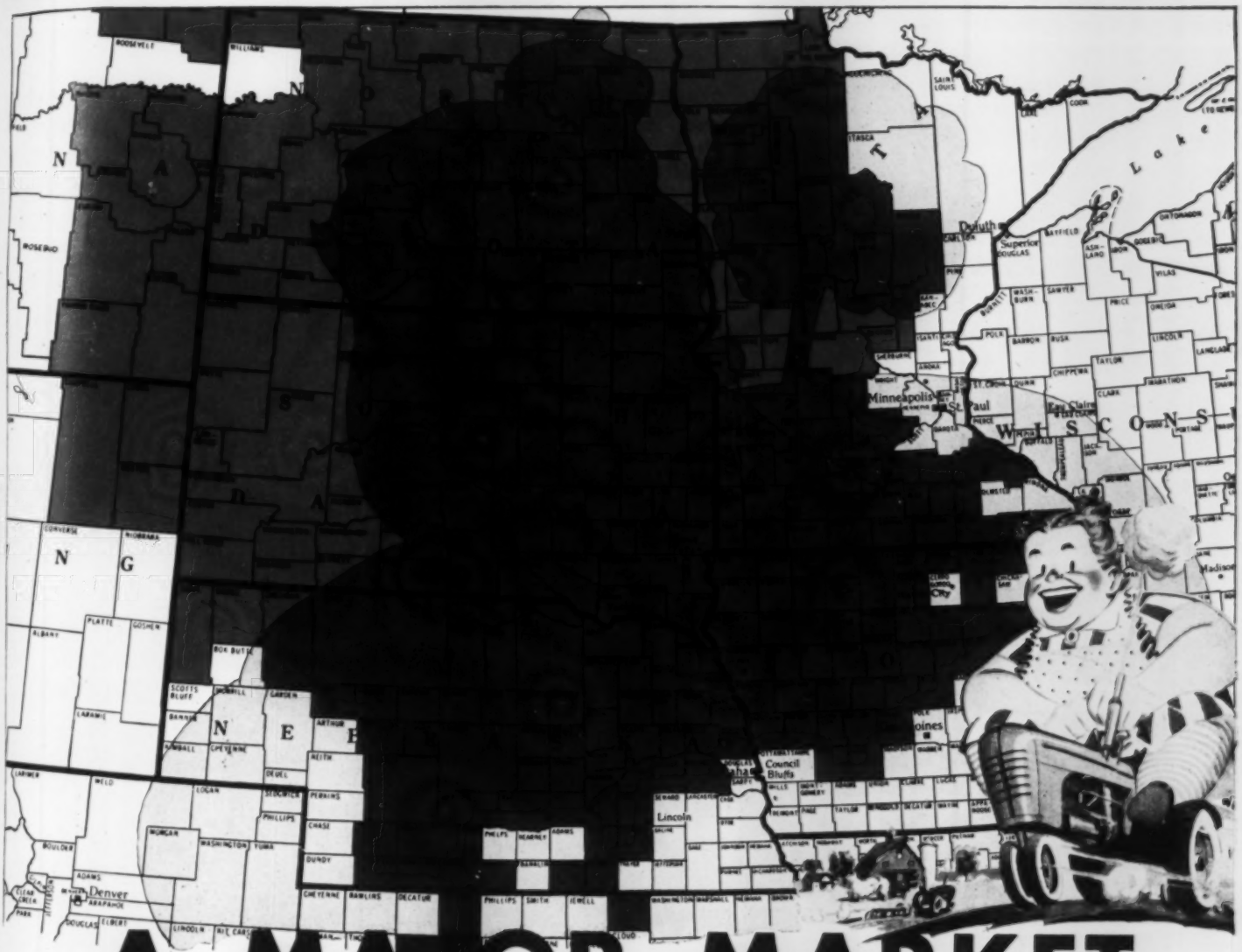
SOUTH DAKOTA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Aberdeen	Brown	3 290	98.5	3 240	Con
Deadwood	Lawrence	890	94.4	840	Con
Huron	Beadle	2 200	97.3	2 140	Con
Mitchell	Davison	2 180	96.8	2 110	Con
Pierre	Hughes	900	96.7	870	
Rapid City	Pennington	2 870	95.8	2 750	Con
Sioux Falls	Minnehaha	8 160	97.5	7 960	Con
Vermillion	Clay	710	97.2	690	
Watertown	Codington	2 020	97.0	1 960	Con
Yankton	Yankton	1 310	96.9	1 270	

MARKET INDICATORS FOR SOUTH DAKOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	578,000	'47	642,961	'40
BMB Families	150,900	'48	150,600	'46
Per Cent Radio	95.8	'48	91.4	'46
Radio Families	144,600	'48	137,700	'46
Number of Business Concerns (1)	10,874	'46	12,057	'39
Domestic Urban Electric Consumers	86,000	'46	74,000	'39
Private & Commercial Passenger Auto Registrations	150,549	'46	158,998	'39
Business Telephones	29,800	'46	18,500	'39
Residential Telephones	102,700	'46	38,100	'39
Nonagricultural Employment (2)	88,000	'46	80,000	'39
Total Income Payments to Individuals	$779,000,000	'47	227,000,000	'39
Per Capita Income Payments	$ 1,348	'47	351	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 29,251,000	'46	3,402,000	'41
Bank Deposits	$455,000,000	'46	99,000,000	'39
Drug Store Sales	$ 14,464,000	'46	6,026,000	'39
Gross Postal Receipts (4)	$ 3,671,000	'46	2,592,000	'39
Total Private Construction	$ 23,300,000	'46	9,000,000	'39
Private Residential Building	$ 7,100,000	'46	2,500,000	'39
Private Nonresidential Building	$ 4,600,000	'46	1,300,000	'39
Farm Construction	$ 7,000,000	'46	2,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.



A MAJOR MARKET

dominated by *Big Aggie*

Big Aggie's influence extends over 308 counties (BMB station audience survey)--The richest agricultural area in the world. Farm folks in these counties within Iowa, Minnesota, Nebraska, North and South Dakota accounted for $2,680,220,000 in *net* farm income for 1947.* This bulging bundle of cash does not include the farm income of Big Aggie's BMB counties in Kansas, Montana, Wyoming and Canada.

*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.

Let Big Aggie sow your advertising dollars in this rich major market. You'll reap a harvest of profitable sales and lasting goodwill. Any Katz man can show you that *Big Aggie gets results.*

WNAX

A Cowles Station
Affiliated with ABC
570 KC — 5,000 WATTS
SIOUX CITY — YANKTON

SOUTH DAKOTA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Armstrong	10	----	10	(A-1)	17	5	----	----(1)
Aurora	1,350	94.1	1,270	846	145	36	1,182	2,647
Beadle	4,610	96.3	4,440	2,940	3,177	1,325	7,323	22,462
Bennett	850	89.4	760	4	91	26	469	1,555
Bon Homme	2,660	95.1	2,530	1,619	540	133	2,329	5,887
Brookings	4,110	97.1	3,990	2,589	1,146	403	6,666	17,026
Brown	6,620	97.9	6,480	4,481	4,402	1,832	14,963	37,323
Brule	1,620	95.1	1,540	652	329	103	1,924	5,480
Buffalo	360	91.7	330	90	10	2	----	333
Butte	1,770	96.0	1,700	645	790	286	4,990	10,794
Campbell	1,130	94.7	1,070	130	62	16	599	1,555
Charles Mix	2,850	93.3	2,660	1,076	401	118	2,387	5,591
Clark	2,260	96.5	2,180	854	344	112	1,590	4,887
Clay	2,480	96.8	2,400	1,257	571	175	4,489	7,295
Codington	3,740	96.8	3,620	2,338	2,682	1,083	8,377	25,954
Corson	1,500	96.0	1,440	77	118	32	1,868	2,647
Custer	1,320	93.2	1,230	471	530	194	1,058	5,055
Davison	3,360	96.4	3,240	2,307	2,784	1,026	6,747	23,736
Day	3,470	96.3	3,340	1,282	715	204	3,612	9,923
Deuel	2,120	96.7	2,050	497	192	53	2,463	3,888
Dewey	1,190	93.3	1,110	176	128	32	518	2,628
Douglas	1,500	94.7	1,420	1,101	186	48	1,432	3,111
Edmunds	1,800	95.6	1,720	503	239	72	2,832	3,647
Fall River	1,630	94.5	1,540	872	652	183	2,000	6,591
Faulk	1,510	96.7	1,460	720	188	51	1,536	3,036
Grant	2,640	97.7	2,580	893	618	216	2,992	6,887
Gregory	2,290	93.9	2,150	1,000	289	76	2,502	5,203
Haakon	960	95.8	920	278	192	60	1,339	2,999
Hamlin	1,890	96.3	1,820	727	287	81	2,465	4,166
Hand	1,900	96.8	1,840	589	303	96	2,901	4,480
Hanson	1,370	95.6	1,310	613	83	23	1,616	1,907
Harding	770	93.5	720	102	62	17	913	1,204
Hughes	1,510	96.0	1,450	957	683	227	3,114	9,035
Hutchinson	3,230	95.0	3,070	1,583	528	157	3,934	6,962
Hyde	810	96.3	780	293	108	33	1,083	2,555
Jackson	510	94.1	480	132	137	37	618	1,648
Jerauld	1,300	96.2	1,250	630	196	57	1,092	3,332
Jones	630	95.2	600	120	87	26	1,020	1,815
Kingsbury	2,740	96.0	2,630	1,329	501	146	3,603	7,517
Lake	2,860	96.9	2,770	1,776	809	264	3,649	11,053
Lawrence	4,140	96.4	3,990	2,022	3,173	1,432	6,753	18,761
Lincoln	3,420	97.1	3,320	1,564	560	171	4,239	7,591
Lyman	1,150	94.9	1,090	381	99	28	1,268	2,759
McCook	2,410	95.8	2,310	1,289	432	130	1,690	5,055
McPherson	1,970	93.4	1,840	671	261	75	1,879	3,276
Marshall	2,040	96.1	1,960	536	322	94	2,393	6,683
Meade	2,410	93.8	2,260	551	395	109	3,298	6,683
Mellette	720	90.3	650	22	42	9	----	1,129
Miner	1,710	95.9	1,640	664	230	70	1,600	3,426
Minnehaha	12,410	97.5	12,100	11,808	15,464	7,264	34,092	92,321
Moody	2,490	97.2	2,420	1,081	351	105	2,884	6,166
Pennington	5,330	95.5	5,090	3,313	4,465	1,794	12,257	39,430
Perkins	----	----	----	562	359	120	3,796	4,555
Potter	1,110	96.4	1,070	482	203	63	1,963	3,759
Roberts	3,540	95.8	3,390	1,252	597	175	3,101	9,627
Sanborn	1,520	94.7	1,440	856	219	64	1,330	2,999
Shannon	1,230	87.0	1,070	1	26	5	----	981
Spink	3,170	97.5	3,090	1,442	646	200	4,386	8,738
Stanley	520	96.2	500	105	64	19	479	1,036
Sully	680	95.6	650	176	76	20	676	1,223
Todd	1,150	88.7	1,020	3	13	2	----	1,333
Tripp	2,300	94.8	2,180	856	731	227	3,359	8,461
Turner	3,630	96.4	3,500	1,680	487	145	4,487	7,258
Union	2,880	96.5	2,780	2,276	451	147	4,076	7,221
Walworth	1,630	96.9	1,580	664	481	151	3,358	6,258
Washabaugh	380	86.8	330	(A-1)	(Not listed)	----	----	259
Washington	----	----	----	----	26	6	----	223
Yankton	3,410	95.3	3,250	1,467	1,669	617	7,626	12,849
Ziebach	780	92.3	720	39	39	6	435	703

(1) Armstrong & Stanley Counties combined. (A-1) Served from adjoining counties.

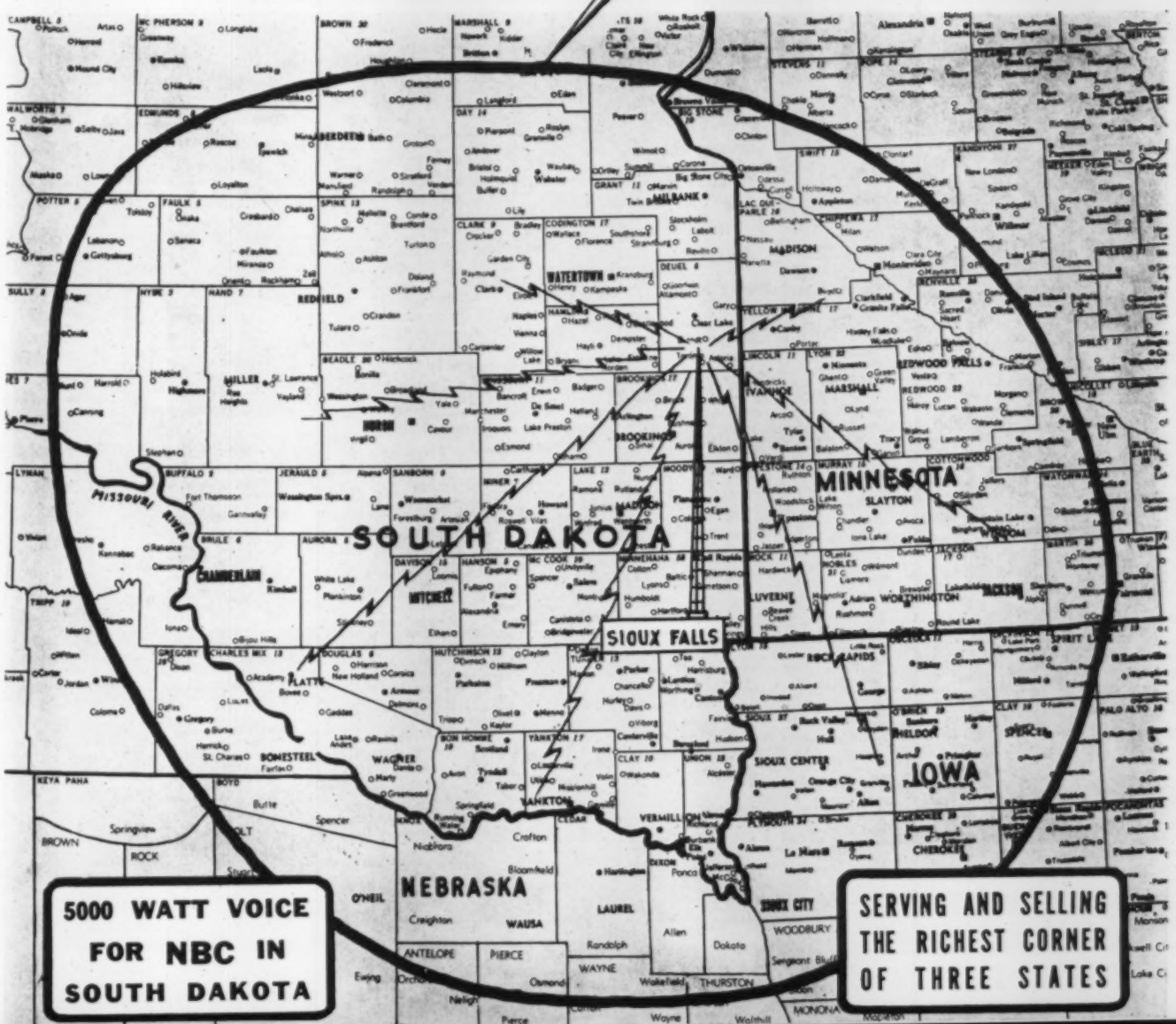
Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

5000 WATTS
SIOUX FALLS
SOUTH DAKOTA

KELO

NBC AFFILIATE

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA



REPRESENTED NATIONALLY BY

THE JOHN E. PEARSON CO.

The KELO coverage area comprises one of the *RICHEST* farm areas in the nation *AND* **THE BEST SALESMAN IN THIS AREA IS KELO**

See page 3 for key to map.

TENNESSEE

AM STATIONS

City	Call Letters	Frequency	Power	Network
Athens	WLAR	1450	250	MBS-KBS
Bristol	WOPI	1490	250	NBC-KBS
Chattanooga	WAGC	1450	250	MBS
	WAPO	1150	5,000-LS 1,000-N	NBC
	WDEF	1370	5,000-LS 1,000-N	ABC
	WDOD	1310	5,000	CBS
	*WDXB	1490	250	
Clarksville	*WCLC	950	1,000-D	
	WJZM	1400	250	MBS-KBS
Cleveland	WBAC	1340	250	MBS
Columbia	WKRM	1340	250	MBS-KBS
Cookeville	WHUB	1400	250	CBS-KBS
Dyersburg	WDSG	1450	250	MBS-KBS
Elizabethton	WBEJ	1240	250	MBS
Fayetteville	*WEKR	1240	250	
Gallatin	*WHIN	1010	1,000-D	
Greeneville	WGRV	1340	250	MBS
Harriman	WHBT	1230	250	MBS-KBS
Humboldt	*WIRJ	740	250-D	
Jackson	*WDXI	1310	1,000-D	
	WTJS	1390	1,000	ABC
Johnson City	WETB	790	1,000-D	KBS
	WJHL	910	5,000-LS 1,000-N	ABC
Kingsport	WKPT	1400	250	NBC
Knoxville	WBIR	1240	250	ABC
	WIBK	800	1,000-D	
	WKGN	1340	250	MBS
	WNOX	990	10,000	CBS
	WROL	620	5,000	NBC
Lewisburg	WJJM	1490	250	
Maryville	WGAP	1400	250	MBS
McMinnville	WMMT	1230	250	MBS-KBS
Memphis	WDIA	730	250-D	
	WHBQ	1400	250	MBS
	WHHM	1340	250	
	WMC	790	5,000	NBC
	WMPS	680	10,000-LS 5,000-N	ABC
	WREC	600	5,000	CBS
Morristown	WCRK	1450	250	MBS
Murfreesboro	WGNS	1450	250	MBS
Nashville	WKDA	1240	250	
	WLAC	1510	50,000	CBS
	WMAK	1300	5,000	MBS
	WSIX	980	5,000	ABC
	WSM	650	50,000	NBC
Oak Ridge	WATO	1490	250	MBS
Paris	*WPTN	910	1,000-D	
	WTPR	710	250-D	KBS
Pulaski	WKSR	730	250-D	MBS
Shelbyville	WHAL	1400	250	MBS
Tullahoma	*WJIG	740	250-D	
Union City	WENK	1240	250	MBS
Winchester	WCDT	1340	250	MBS

* Construction Permit.

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Memphis 2, 4, 5, 7, 9			
A	Bluff City Bcstg. Co.		5
CP	Memphis Pub. Co.	(WMCT)	4
A	Mid-South Tele. Bcstg. Co.		9
A	WMPS Inc.		9
A	WREC Bcstg. Service		7
Nashville 4, 5, 7, 9			
A	Capitol Bcstg. Co.		9
A	WLAC Bcstg. Service		7
A	WSIX Bcstg. Station		5
CP	WSM Inc.	(WSM-TV)	4

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Bristol	WOPI-FM	96.9	245	10.4
Chattanooga	WAPO-FM	94.7	234	36
	WDEF-FM	102.1	271	
	WDOD-FM	96.5	243	42
	WVUN	98.1	251	4.2
	WAGC-FM	101.1	266	37
Clarksville	WJZM-FM	101.9	270	15
	WCLC	106.7	294	3.1
Jackson	WTJS-FM	100.7	264	48
	WJKX	104.7	284	12
Johnson City	WJHL-FM	100.7	264	9.7
Kingsport	WKPT-FM	98.5	253	44
Knoxville	WKPB	93.3	227	20
	WROL-FM	97.3	247	76
	WBIR-FM	100.3	262	3.6
	WNOX-FM	103.7	279	280
Memphis	WHBQ-FM	95.5	238	
	WMFA	97.1	246	37
	WPLO	97.9	250	186
	WMCF	99.7	259	260
	WREC-FM	102.7	274	4.6
	WMFI	104.3	282	15.3
	WHHM-FM	106.9	295	49
Nashville	WSIX-FM	97.5	248	71
	WSM-FM	103.3	277	66
	WNYS		107.5	298	250

MARKET INDICATORS FOR TENNESSEE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	3,091,000	'47	2,915,841	'40
BMB Families	793,200	'48	770,000	'46
Per Cent Radio	86.9	'48	79.2	'46
Radio Families	689,500	'48	610,000	'46
Number of Business Concerns (1)	34,771	'46	30,090	'39
Domestic Urban Electric Consumers	479,000	'46	289,000	'39
Private & Commercial Passenger Auto Registrations	421,513	'46	356,183	'39
Business Telephones	133,000	'46	79,500	'39
Residential Telephones	311,300	'46	145,400	'39
Nonagricultural Employment (2)	539,000	'46	447,000	'39
Total Income Payments to Individuals	$2,830,000,000	'47	853,000,000	'39
Per Capita Income Payments	$ 916	'47	295	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 53,483,000	'46	11,655,000	'41
Bank Deposits	$1,884,000,000	'46	578,000,000	'39
Drug Store Sales	$ 54,070,000	'46	23,964,000	'39
Gross Postal Receipts (4)	$ 16,226,000	'46	9,563,000	'39
Total Private Construction	$ 145,500,000	'46	38,700,000	'39
Private Residential Building	$ 36,400,000	'46	20,900,000	'39
Private Nonresidential Building	$ 90,100,000	'46	9,300,000	'39
Farm Construction	$ 5,500,000	'46	3,800,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

TENNESSEE RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Anderson	6,610	88.0	5,820	836	33,547	20,725	5,093	8,414
Bedford	6,760	88.3	5,970	1,847	3,541	1,223	7,031	11,077
Benton	3,050	82.3	2,510	283	269	64	2,300	3,344
Bledsoe	1,950	81.5	1,590	118	470	105	860	1,648
Blount	11,510	90.7	10,440	2,751	12,381	4,791	10,777	20,303
Bradley	7,430	88.7	6,590	1,895	5,603	2,028	9,724	13,326
Campbell	8,230	86.1	7,090	743	3,358	1,478	6,742	11,741

(Continued on page 218)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

WKDA
NASHVILLE
1240 KC
Write for availabilities
REPRESENTED BY—FORJOE & COMPANY

HOOPER STATION LISTENING INDEX
CITY: NASHVILLE, TENN. City Zone MONTHS JULY-AUG., 1948
Total Coincidental Calls—This Period 15,481
SHARE OF AUDIENCE

INDEX	SETS-IN-USE	WKDA	B	C	D	E
TOTAL* RATED TIME PERIODS	20.4	30.5	23.6	19.1	18.2	8.1

Delivers the Audience
WKDA

MORE LISTENERS

PER DOLLAR

IN

MEMPHIS

That's the buy-word of timebuyers
who want results to pay off at
that ever-loving cash register!

WHHM

Independent—But Not Aloof

MEMPHIS, TENN.

PATT McDONALD,
manager

FORJOE & CO.,
representatives

Member of Association of Independent Metropolitan Stations

COLD DRINKS 5¢
WSM
COLA
5¢
WSM Cold

Ever Taste a WSM Cola ?

When a nickel rings on the counter, what beverage rings the bell with our listeners?

The answer — a WSM drink — a beverage backed by consistent, hard-hitting WSM advertising.

Products advertised over this station bear a special seal of approval — an invisible label which says in effect — "You heard about this over WSM — therefore it merits your confidence."

The faith which listeners feel in WSM is rooted deep in this station's 23 year record of community service. It is a faith that can move mountains of beverages and other products.

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives

50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WSM

NASHVILLE

TENNESSEE RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Athens	McMinn	2 210	89.1	1 970	
Bristol	Sullivan	7 210	91.8	6 620	Con
Chattanooga	Hamilton	41 000	89.7	36 780	Con - Hooper
Clarksville	Montgomery	4 050	85.4	3 460	Con
Cleveland	Bradley	3 670	91.0	3 340	Con
Columbia	Maury	3 760	87.0	3 270	Con
Cookeville	Putnam	1 370	92.0	1 260	
Dyersburg	Dyer	3 490	85.7	2 990	Con
Elizabethton	Carter	2 470	91.9	2 270	
Greenville	Greene	1 940	87.1	1 690	
Harriman	Roane	1 230	87.8	1 080	
Jackson	Madison	8 790	84.4	7 430	Con
Johnson City	Washington	6 900	89.6	6 180	Con
Kingsport	Sullivan	4 220	93.1	3 930	Con
Knoxville	Knox	35 040	91.1	31 920	Con - Hooper
Lewisburg	Marshall	1 260	88.9	1 120	
Maryville	Blount	1 860	92.5	1 720	
McMinnville	Warren	1 590	87.4	1 390	
Memphis	Shelby	99 330	86.9	86 330	Con - Hooper
Morristown	Hamblen	2 580	85.7	2 210	
Murfreesboro	Rutherford	3 360	86.0	2 890	
Nashville	Davidson	56 120	90.0	50 510	Con - Hooper
Paris	Henry	2 250	86.7	1 950	
Pulaski	Giles	1 820	85.2	1 550	
Shelbyville	Bedford	2 410	86.3	2 080	
Union City	Obion	2 560	86.3	2 210	

TENNESSEE RADIO MARKET DATA BY COUNTIES

(Continued from page 214)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Cannon	2,280	81.1	1,850	475	213	60	1,467	1,664
Carroll	7,000	85.4	5,980	1,697	1,657	424	7,015	8,319
Carter	9,760	88.8	8,670	1,747	7,590	3,465	3,586	13,912
Cheatham	2,430	85.6	2,080	179	207	40	1,217	2,503
Chester	3,000	84.0	2,520	515	760	206	2,911	2,788
Claiborne	5,300	84.2	4,460	276	1,645	866	2,844	4,342
Clay	1,650	81.2	1,340	75	132	23	754	1,331
Cocke	4,800	83.8	4,020	443	1,435	493	3,187	5,974
Coffee	4,700	85.5	4,020	1,405	3,168	947	6,596	7,257
Crockett	4,320	85.0	3,670	824	368	85	4,696	4,643
Cumberland	3,820	82.5	3,150	264	671	190	2,774	4,104
Davidson	81,300	91.8	74,660	38,134	78,718	33,976	158,788	285,530
Decatur	3,030	85.5	2,590	376	736	190	1,524	2,266
De Kalb	3,260	82.8	2,700	577	436	120	2,720	3,186
Dickson	4,570	84.9	3,880	1,137	1,395	399	4,351	7,401
Dyer	8,430	86.8	7,320	1,732	3,185	1,055	10,620	20,672
Fayette	6,370	75.5	4,810	322	543	136	2,733	5,404
Fentress	2,930	80.2	2,350	69	557	119	1,331	3,264
Franklin	5,500	87.1	4,790	1,388	2,458	813	5,549	8,129
Gibson	11,730	84.3	9,890	3,980	4,139	1,252	16,921	17,903
Giles	7,290	84.4	6,150	1,194	2,029	721	6,908	10,664
Grainger	2,620	80.2	2,100	143	179	39	1,001	2,313
Greene	9,530	85.8	8,180	1,160	3,221	1,090	11,178	14,357
Grundy	3,780	86.0	3,250	167	688	219	1,375	2,139
Hamblen	5,420	84.9	4,600	1,111	4,336	1,752	6,563	10,632
Hamilton	55,190	90.1	49,730	23,974	54,703	23,087	97,932	188,815
Hancock	1,910	79.1	1,510	(A-1)	121	15	478	1,140
Hardeman	5,240	81.5	4,270	527	681	124	5,151	6,021
Hardin	4,860	84.4	4,100	284	868	195	2,318	3,660
Hawkins	6,310	85.6	5,400	650	1,239	430	5,754	6,607
Haywood	6,960	76.6	5,330	718	846	225	4,600	8,065
Henderson	5,520	84.1	4,640	805	879	232	4,868	5,230
Henry	6,750	84.4	5,700	1,951	1,752	558	6,836	11,235
Hickman	3,060	85.0	2,600	340	1,235	406	2,627	2,805
Houston	1,150	86.1	990	94	237	60	691	1,331
Humphreys	2,610	84.3	2,200	390	1,100	252	2,037	3,423
Jackson	2,770	81.6	2,260	331	352	152	2,233	2,694
Jefferson	3,650	88.8	3,240	689	1,065	378	3,485	4,611
Johnson	3,820	82.2	3,140	274	384	98	1,297	1,917
Knox	53,130	91.1	48,400	19,738	50,554	22,072	104,542	200,627
Lake	3,560	82.0	2,920	350	907	312	3,282	4,500
Lauderdale	5,890	82.0	4,830	790	1,183	311	6,417	10,031
Lawrence	7,140	83.9	5,990	612	1,641	417	6,197	10,158
Lewis	1,290	86.8	1,120	93	1,138	343	1,462	1,902
Lincoln	7,070	86.7	6,130	1,519	1,842	582	6,395	10,427
Loudon	5,210	87.9	4,580	951	2,533	734	5,343	7,733
McMinn	7,770	87.1	6,770	1,531	4,410	1,368	7,672	13,627
McNairy	5,010	83.0	4,160	585	760	198	3,249	4,658
Macon	3,690	84.0	3,100	715	342	70	1,793	2,678
Madison	16,220	85.5	13,870	5,137	7,984	2,659	19,181	38,391
Marion	4,920	88.0	4,330	853	2,098	783	2,529	6,576
Marshall	4,540	88.1	4,000	1,250	2,471	920	5,787	8,225
Maury	11,700	87.4	10,230	3,166	5,585	2,111	11,104	23,809
Meigs	1,150	84.3	970	38	96	28	615	570
Monroe	4,780	83.9	4,010	610	1,505	479	2,777	5,847
Montgomery	7,940	85.1	6,760	1,850	5,013	1,816	10,964	15,989
Moore	1,040	85.6	890	142	123	35	1,192	492
Morgan	3,600	85.3	3,070	201	641	163	1,217	2,614
Obion	9,170	88.0	8,070	2,599	3,072	941	9,479	14,832
Overton	4,050	78.5	3,180	81	808	195	1,792	3,186
Perry	2,060	85.9	1,770	108	188	33	1,116	1,759
Pickett	1,220	79.5	970	(A-1)	113	18	1,129	888
Polk	3,050	87.9	2,680	451	2,469	1,279	3,645	6,464
Putnam	6,510	83.6	5,440	1,013	2,585	737	5,933	8,621
Rhea	3,770	87.3	3,290	710	1,669	473	2,583	6,513
Roane	6,890	85.9	5,920	1,584	3,863	1,253	7,123	9,682
Robertson	7,560	84.3	6,370	1,506	2,301	674	6,731	10,220
Rutherford	9,870	85.8	8,470	2,899	2,717	943	9,211	19,564
Scott	4,700	82.8	3,890	192	1,623	753	2,488	4,120
Sequatchee	1,200	84.2	1,010	148	285	65	597	919

(Continued on page 220)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

WBIR

Knoxville's* 24 *hour station

* At the hour of midnight "Sleepy Time Gal" takes over. * "A Date with Doc" begins at 5:00 a.m. * ABC shows start at 9:00 a.m. * The "1240 Club" fills the noon and late afternoon slots. Listeners like the balanced WBIR schedule. That is why *WBIR "Sells" the Cream of the Market.*

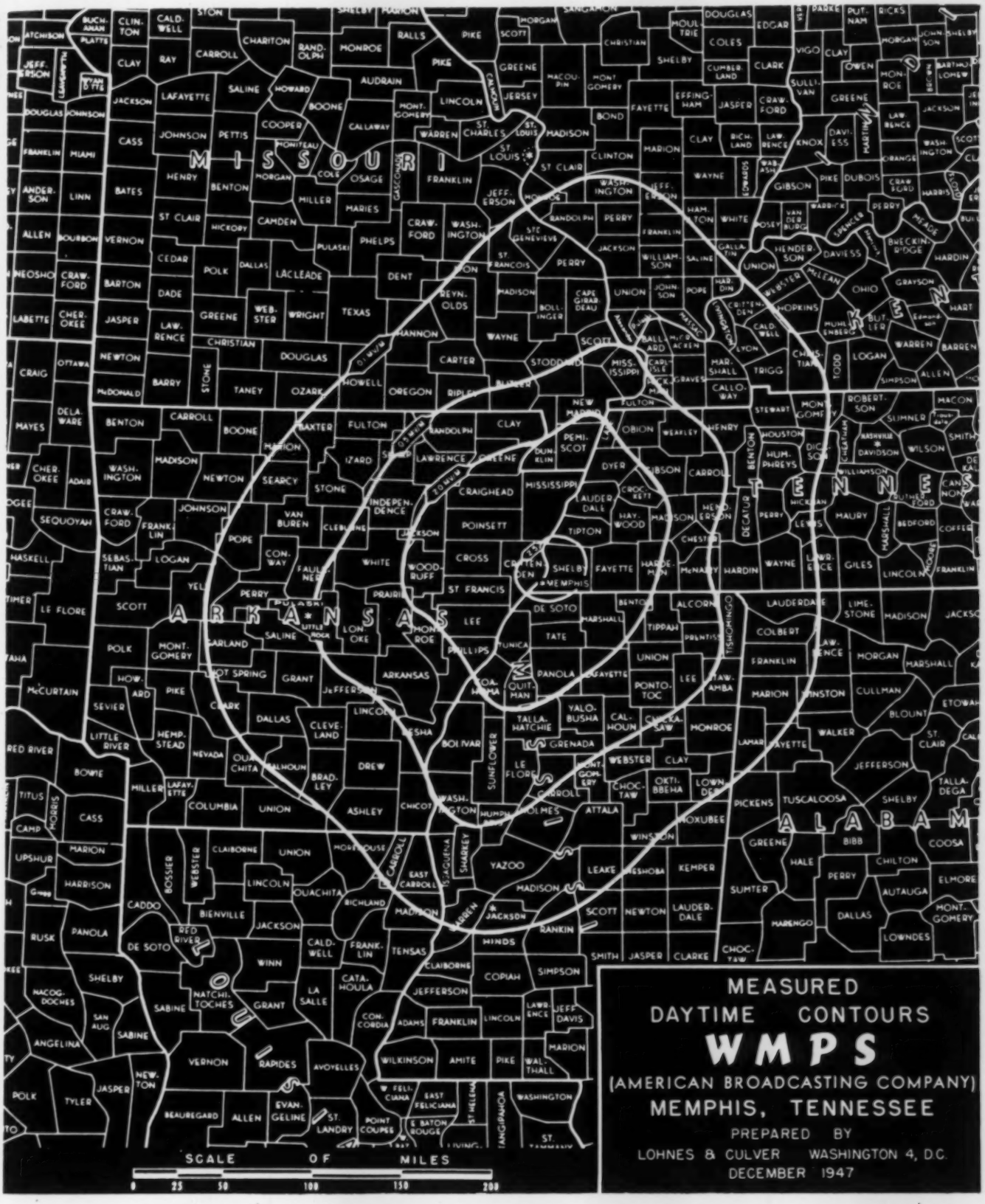
YEAR AFTER YEAR HOOPERS ARE GOOD

Knoxville, Tenn. Oct.-Feb., 1948

	Sets in use	WBIR	A	B	C	D
Morning Mon. thru Fri.	20.0	30.1	8.1	7.3	37.3	17.1
Afternoons Mon. thru Fri.	23.0	25.5	5.2	11.1	37.8	20.1
Evenings Sun. thru Sat.	33.0	16.4		10.5	41.1	30.9
Sunday aft.	22.6	24.2	11.9	10.3	28.1	24.9

ABC NETWORK ● WBIR A NUNN STATION ● 24 HOURS

Knoxville, Tenn. John P. Hart, Mgr.



680 KILOCYCLES • 10,000 WATTS DAYTIME • 5,000 WATTS NIGHT-TIME

TENNESSEE RADIO MARKET DATA BY COUNTIES

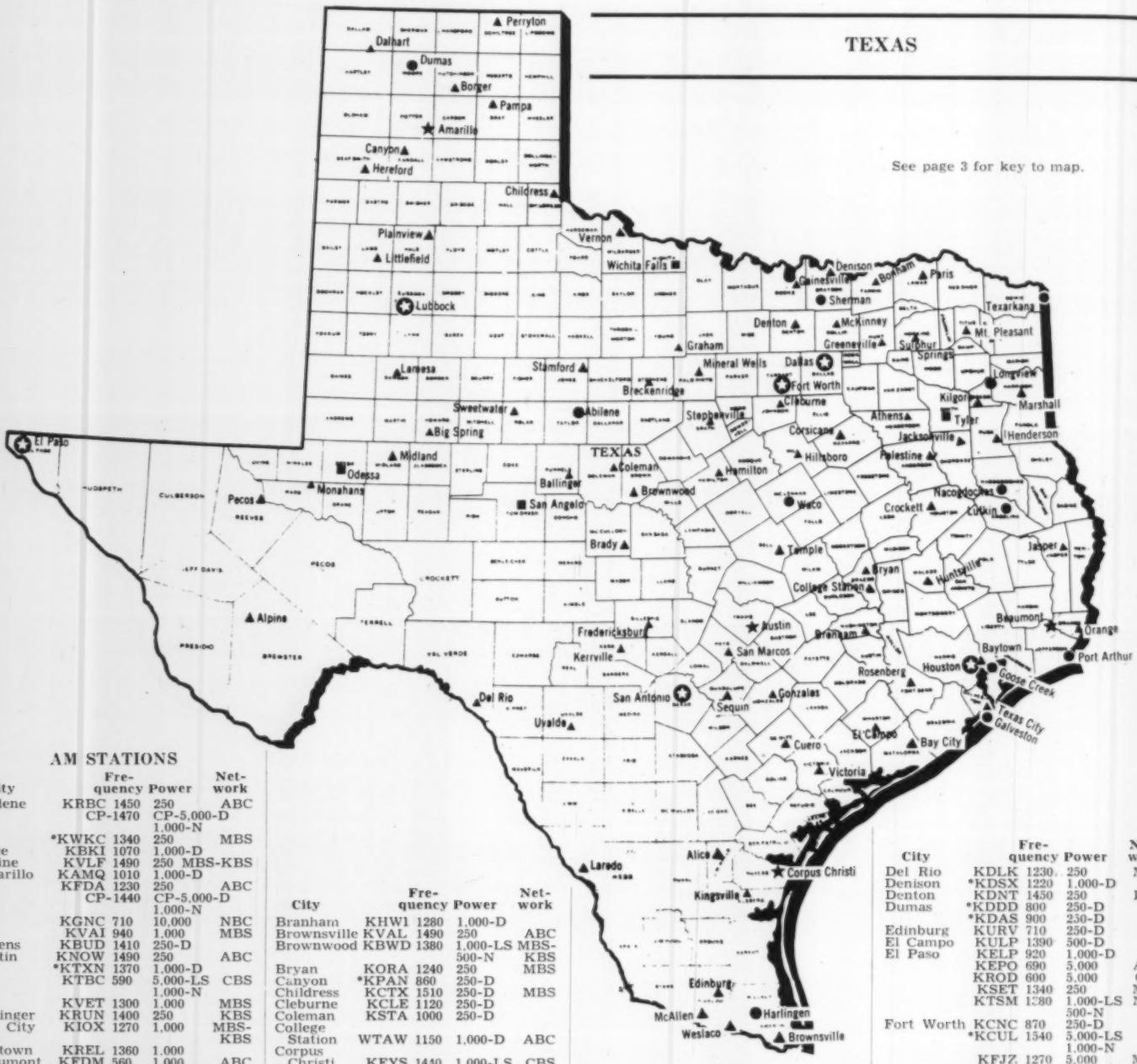
(Continued from page 218)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Sevier	5,220	83.9	4,380	370	819	230	5,242	6,085
Shelby	115,190	86.7	99,820	53,931	107,792	48,663	227,272	446,106
Smith	3,220	86.6	3,220	1,157	644	157	4,185	4,849
Stewart	1,860	86.6	1,610	237	162	29	1,532	2,155
Sullivan	19,160	91.2	17,470	9,697(1)	24,174	12,723	20,969	53,156
Sumner	8,550	85.6	7,320	1,571	2,998	883	7,813	9,619
Tipton	7,050	82.0	5,780	674	1,386	449	6,989	9,650
Trousdale	1,660	87.3	1,460	395	239	54	2,491	1,759
Unicoi	3,670	86.6	3,180	957	1,772	625	1,669	4,453
Union	2,020	81.2	1,640	48	114	38	----	1,236
Van Buren	1,120	83.0	930	(A-1)	42	8	234	332
Warren	5,000	84.2	4,210	800	1,936	535	7,240	7,337
Washington	15,090	88.7	13,380	3,924	8,376	3,229	16,991	40,975
Wayne	2,860	82.2	2,350	172	475	108	1,754	2,488
Weakley	8,210	85.4	7,010	3,029	1,561	435	7,538	10,537
White	3,940	82.0	3,230	392	1,292	251	4,361	3,803
Williamson	5,580	85.5	4,770	1,524	1,344	390	6,235	8,510
Wilson	7,440	86.2	6,410	1,973	2,269	682	7,325	8,922

(1) Includes Bristol City. (A-1) Served from adjoining county.
Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

TEXAS

See page 3 for key to map.



AM STATIONS

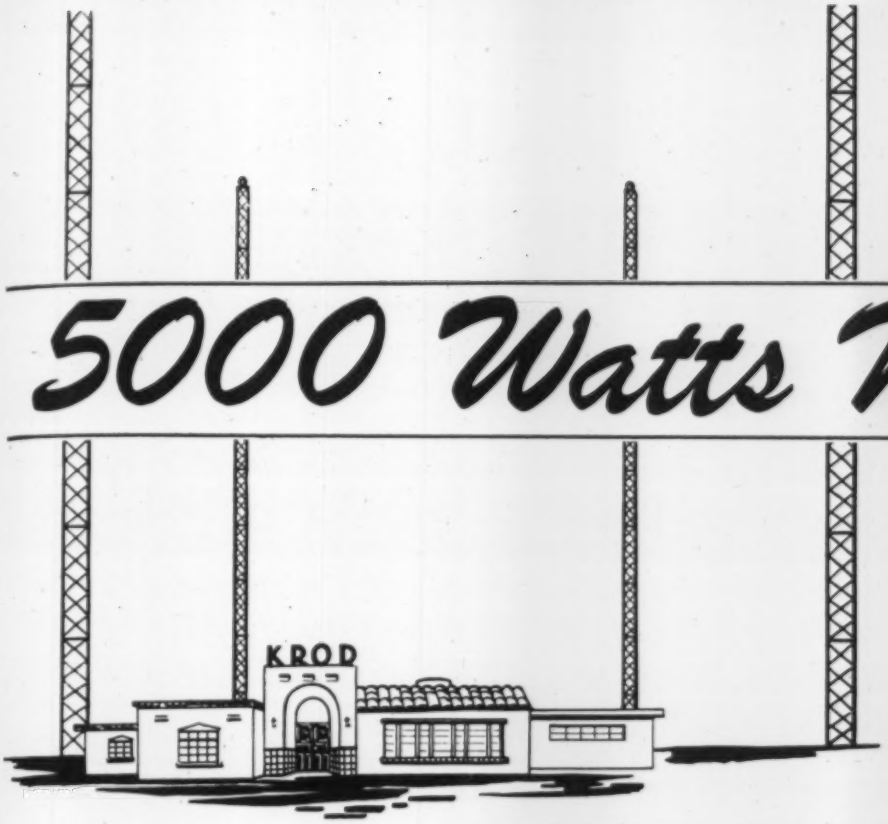
City	Frequency	Power	Network
Abilene	KRBC 1450	250	ABC
	CP-1470	CP-5,000-D 1,000-N	
	*KWKC 1340	250	MBS
Alice	KBKI 1070	1,000-D	
Alpine	KVLF 1490	250	MBS-KBS
Amarillo	KAMQ 1010	1,000-D	
	KFDA 1230	250	ABC
	CP-1440	CP-5,000-D 1,000-N	
	KGNC 710	10,000	NBC
	KVAI 940	1,000	MBS
Athens	KBUD 1410	250-D	
Austin	KNOW 1490	250	ABC
	*KTXN 1370	1,000-D	
	KTBC 590	5,000-LS 1,000-N	CBS
	KVET 1300	1,000	MBS
Ballinger	KRUN 1400	250	KBS
Bay City	KIOX 1270	1,000	MBS-KBS
Baytown	KREL 1360	1,000	
Beaumont	KFDM 560	1,000 CP-5,000	ABC
	KPBX 1380	1,000-D	
	KRIC 1450	250	
	KTRM 990	250-D	KBS
Big Spring	KBST 1490	250	ABC
Bonham	*KFYN 1420	250	
Borger	KHUZ 1490	250	MBS
Brady	KNEL 1490	250	MBS-KBS
Breckenridge	KSTB 1430	500-D	KBS
Branham	KHWI 1280	1,000-D	
Brownsville	KVAL 1490	250	ABC
Brownwood	KBWD 1380	1,000-LS 500-N	MBS-KBS
Bryan	KORA 1240	250	MBS
Canyon	*KPAN 860	250-D	
Childress	KCTX 1510	250-D	MBS
Cleburne	KCLE 1120	250-D	
Coleman	KSTA 1000	250-D	
College Station	WTAW 1150	1,000-D	ABC
Corpus Christi	KEYS 1410	1,000-LS 500-N	CBS
	KRIS 1360	1,000	NBC-MBS
	KSIX 1230	250	ABC
	KWBU 1030	50,000-D	
Corsicana	KAND 1340	250	KBS
Crocket	*KIVY 1570	250-D	
Cuero	*KCFH 1600	500-D	
Dalhart	KXIT 1410	500-D	
Dallas	KIXL 1040	1,000-D	
	KRLD 1080	50,000	CBS
	KSKY 660	1,000-D	
	WFAA 820; 570	50,000; 5,000 ST-WBAP	NBC
	WRR 1310	5,000	MBS
Del Rio	KDLK 1230	250	MBS
Denison	*KDSX 1220	1,000-D	
Denton	KDNT 1450	250	KBS
Dumas	*KDDD 800	250-D	
	*KDAS 900	250-D	
Edinburg	KURV 710	250-D	
El Campo	KULP 1390	500-D	
El Paso	KELP 920	1,000-D	
	KEPO 690	5,000	ABC
	KROD 600	5,000	CBS
	KSET 1340	250	MBS
	KTSM 1380	1,000-LS 500-N	NBC
Fort Worth	KCNC 870	250-D	
	*KCUL 1540	5,000-LS 1,000-N	
	KFJZ 1270	5,000	MBS
	KWBC 970	1,000-D	
	KXOL 1360	1,000	
	WBAP 820; 570	50,000; 5,000 ST-WFAA	NBC ABC
Fredericksburg	KNAF 1340	250	MBS

(Continued on page 222)

* Construction Permit.

5000 Watts Now!

still at 600 on your dial



★ CBS
Regional Outlet

★ KEY STATION
Southwest Network

★ LONE STAR CHAIN
For Western Link

KROD

EL PASO, TEXAS

This station, always the most progressive in the important El Paso area, continues to grow apace with its vital market. Now 5000 Watts, still at its perfect place on the dial—600 KC—KROD gives completely unrivalled coverage and improved listenership to the vast El Paso southwest. If you sell in this market, or buy radio for a client who does, you should, now more than ever, use this prime sales force. 1000 watt KROD was the best buy in the market; 5000 watt KROD is even a better buy.

Roderick Broadcasting Corp.

Dorrance D. Roderick, Pres. Val Lawrence, Vice-Pres. & Gen. Mgr.

REPRESENTED NATIONALLY BY TAYLOR-BORROFF AND CO., INC.

When

KFDA

INCREASED POWER

–August 13, 1948–

from 250 Watts

to = 5000 watts (d)

1000 watts (n)

THAT MEANT AN IMMEDIATE COVERAGE INCREASE

Let A John E. Pearson Representative give you

THE NEW KFDA COVERAGE PICTURE

or write to Howard P. Roberson, Manager

KFDA

A NUNN STATION

Amarillo, Texas

TEXAS AM STATIONS

(Continued from page 220)

City		Frequency	Power	Network
Gainesville	KGAF	1580	250-D	
Galveston	KGBC	1540	1,000-D	
	KLUF	1400	250	MBS-KBS
Gonzales	KCTI	1450	250	
Goose Creek	KRCT	650	250-D	
	KREL	1360	1,000	
Graham	*KSWA	1330	500-D	
Greenville	KGVL	1400	250	MBS-KBS
Hamilton	KCLW	900	250-D	
Harlingen	KGBS	1240	250	CBS
	*KSOX	1530	50,000-SH	
Henderson	KGRI	1000	250-D	
Hereford	*KPAN	860	250-D	
Hillsboro	KHBR	1560	250-D	
Houston	KATL	1590	1,000	
	*KCOH	1430	1,000-D	
	KLEE	610	5,000	
	KNUZ	1230	250	
	KPRC	950	5,000	NBC
	KTHT	790	5,000	MBS
	KTRH	740	50,000	CBS
	KXYZ	1320	5,000	ABC
Huntsville	KSAM	1490	250	MBS-KBS
Jacksonville	KEBE	1400	250	KBS
Jasper	*KTXJ	1240	250	
Kerrville	*KEVT	1230	250	
Kilgore	KOCA	1240	250	KBS
Kingsville	*KINE	1330	1,000-D	
Lamesa	KPET	690	250-D	KBS
Laredo	KPAB	1490	250	MBS-KBS
Lampasas	KHIT	1450	250	
Littlefield	KVOW	1490	250	
Longview	KFRO	1370	1,000	ABC-KBS
	*KLTI	1280	1,000-D	
Lubbock	KCBD	1590	1,000	MBS
	KFYO	1340	250	ABC
	KSEL	950	1,000-LS 500-N	
	*KSPT	1450	250	
	*KVLU	790	5,000-LS 1,000-N	
Lufkin	KRBA	1340	250	MBS-KBS
	KTRE	1420	1,000	
Marshall	KMHT	1450	250	MBS
McAllen	KRIO	910	1,000	MBS
McKinney	KMAE	1600	500-D	
Midland	KCRS	550	5,000-LS 1,000-N	ABC
Mineral Wells	KORC	1140	250-D	KBS
Monahans	KVKM	1340	250	MBS-KBS
Mt. Pleasant	*KIMP	960	1,000-D	
Nacogdoches	KOSF	1230	250	KBS
	KSFA	860	1,000-D	
Oak Cliff	KLIF	1190	1,000-D	
Odessa	KECK	920	1,000-D	
	KOSA	1450	250	CBS
	KRIG	1410	1,000	MBS
Orange	KOGT	1600	1,000	
Palestine	KNET	1450	250	MBS-KBS
Pampa	KPDN	1340	250	MBS-KBS
Paris	KPLT	1490	250	ABC
Pecos	KIUN	1400	250	MBS-KBS
Perryton	*KEYE	1400	250	
Plainview	KVOP	1400	250	MBS-KBS
Port Arthur	KOLE	1340	250	
	KPAC	1250	5,000-LS 1,000-N	MBS
Rosenberg	*KFRD	980	500-D	
San Angelo	KGKL	960	5,000-LS 1,000-N	ABC
	KTXL	1340	250	MBS
	*KXSA	600	5,000-LS 1,000-N	
San Antonio	KABC	680	50,000-LS 10,000-N	ABC
	*KBKX	990	1,000-D	
	KCOR	1350	1,000-D CP-5,000-LS 1,000-N	
	KITE	930	1,000-D	
	KMAC	1240	250 CP-630	MBS
			CP-5,000	
	KONO	1400	250	
	KTSA	550	5,000-LS 1,000-N CP-5,000-U	CBS
	WOAI	1200	50,000	NBC
San Marcos	*KCNY	1470	250-D	
Sequin	*KWED	1580	250-D	
Sherman	KRRV	910	1,000	MBS
	KTAN	1500	250-D	
Stamford	KDWT	1400	250	MBS-KBS
Stephenville	KSTV	1510	250-D	KBS
Sulphur Springs	KSST	1230	250	KBS
Sweetwater	KXOX	1240	250	MBS-KBS
Taylor	KTAE	1260	1,000-D	
Temple	KTEM	1400	250	MBS-KBS
Texarkana	KCMC	1230	250	ABC
	KTFS	1400	250	MBS-KBS
Texas City	*KTLW	920	1,000-D	KBS
Tyler	KGKB	1490	250	KBS
	KRST	1530	1,000-D	
	KTBB	600	500-D	
Uvalde	KVOU	1490	250	MBS-KBS
Vernon	KVWC	1490	250	MBS-KBS
Victoria	KVIC	1340	250	MBS-KBS
Waco	KWTX	1230	250	MBS
	WACO	1460	1,000	ABC
Weslaco	KRGV	1290	1,000	NBC
Wichita Falls	KFDX	990	5,000-LS 1,000-N	ABC
	*KTRN	1290	1,000	
	KWFT	620	5,000	CBS

* Construction Permit.

MARKET INDICATORS FOR TEXAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	7,104,000	'47	6,414,824	'40
BMB Families	1,952,500	'48	1,846,000	'46
Per Cent Radio	88.2	'48	81.3	'46
Radio Families	1,722,900	'48	1,500,000	'46
Number of Business Concerns (1)	101,172	'46	98,215	--
Domestic Urban Electric Consumers	1,151,000	'46	758,000	'39
Private & Commercial Passenger Auto Registrations	1,423,437	'46	1,281,566	'39
Business Telephones	424,400	'46	238,700	'39
Residential Telephones	759,500	'46	372,300	'39
Nonagricultural Employment (2)	1,364,000	'46	1,013,000	'39
Total Income Payments to Individuals	$8,014,000,000	'47	2,554,000,000	'39
Per Capita Income Payments	$ 1,128	'47	401	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 171,041,000	'46	48,167,000	'41
Bank Deposits	$5,574,000,000	'46	1,611,000,000	'39
Drug Store Sales	$ 193,672,000	'46	85,900,000	'39
Gross Postal Receipts (4)	$ 43,326,000	'46	23,790,000	'39
Total Private Construction	$ 551,600,000	'46	187,600,000	'39
Private Residential Building	$ 268,000,000	'46	96,200,000	'39
Private Nonresidential Building	$ 209,300,000	'46	41,300,000	'39
Farm Construction	$ 19,300,000	'46	13,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Abilene	KRBC-FM	96.9	245	46
Amarillo	KVAI-FM	93.1	226	10
	KFDA-FM	100.3	262	3.3
	KGNC-FM	104.3	282	50.4
Arlington	KTSN	96.3	242	46
Austin	KTBC-FM	92.3	222	17
	KNOW-FM	95.5	238	52
Beaumont	KBMA	107.9	300	
	KFDM-FM	93.3	227	37
	KRIC-FM	99.5	258	19
Belton	KMHB	97.1	246	2.9
Brownsville	KRVO	107.1	296	1
Brownwood	KHWO	105.9	290	
Dallas	KBUK	107.9	300	
	KRLD-FM	92.5	223	46
	WFAA-FM	97.9	250	43
	WRR-FM	101.1	266	59
	KIXL-FM	104.5	283	34
	KSKY-FM	106.9	295	41
Denton	KDNT-FM	106.1	291	3.1
Edinburg	KURV-FM	104.9	285	1
Fort Worth	KSWW	93.3	327	
	WBAP-FM	100.5	263	50
Galveston	KLUF-FM	98.7	254	9.2
Goose Creek	KREL-FM	92.1	221	1
Grand Prairie	KGLE	103.1	276	
Harlingen	KGBS-FM	94.7	234	9
	KVKO	98.3	252	1
Houston	KUHF	91.7	219	9.6
	KLEE-FM	95.7	239	45
	KXYZ-FM	96.5	243	177
	KOPY	97.9	250	
	KTRH-FM	101.1	266	350
	KPRC-FM	102.9	275	57
	KCOH-FM	105.1	286	46
	KHCO	106.1	291	2.9
Laredo	KAIR	96.5	243	31
Longview	KLTI	105.9	290	9.1
Lubbock	KCBD-FM	96.3	242	9.9
	KFYO-FM	99.5	258	13
	KSEL-FM	107.9	300	2.4
Lufkin	KRBA-FM	95.5	238	2.9
McAllen	KVMR	100.9	265	1
Odessa	KECK-FM	97.5	248	1.7
Plainview	KWAW	107.3	297	
Port Arthur	KPAC-FM	101.9	270	12
Raymondville	KPYR	101.7	269	0.360
San Angelo	KGKL-FM	94.5	233	3.3
San Antonio	KONO-FM	92.9	225	48
	KCOR-FM	96.3	242	58
	KABC-FM	97.3	247	31
	KISS	99.5	258	170
	KSSB	105.7	289	
	KYFM	101.5	268	235
	WOAI-FM	102.5	273	156
	KTSA-FM	104.1	281	250
Temple	KTEM-FM	107.5	298	1.9
Texarkana	KCMC-FM	98.1	251	40
Tyler	KRST-FM	97.3	247	
	KGKB-FM	101.5	268	4.3
Vernon	KVWC-FM	98.7	245	8
Waco	WACO-FM	98.7	254	48
Weslaco	KRGV-FM	93.7	229	49
Wichita Falls	KTRN	97.3	247	28
	KWFT-FM	99.9	260	9.7
	KFDX-FM	106.5	293	54

KTRE

"THE VOICE AND CHOICE OF EAST TEXAS"

LUFKIN, TEXAS

22 counties with more than 500,000 people are served by KTRE. KTRE is the preferred station in a preferred market. It's the only network affiliated station within 60 miles of Lufkin, and KTRE is the most powerful full time station within 100 miles of Lufkin.

KTRE is affiliated with the Mutual Network and the Lone Star Chain. By any survey, KTRE leads 'em all. KTRE has become the natural leader throughout this East Texas Area.

GOING PLACES WITH MUTUAL

KTRE

1000 WATTS

1420 KC.

affiliate of the—

WORLD'S LARGEST NETWORK

'RITHMETIC LESSON

Facts 'n' Figgers cannot lie
Two for One's a better buy!

Yes, sir, TWO strong stations for but a SINGLE price . . . a combination that offers either separate or simultaneous scheduling as you wish, all on a single, economical billing!

COVERAGE IS ESSENTIAL!

Who are we telling! But if you want to reach the $ Billion $ Market of the booming Southwest—Fort Worth-Dallas—you'll really want the DOUBLE-COVERAGE available in the hard-selling combination of KFJZ (Fort Worth) and WRR (Dallas), twin powerhouses but thirty miles apart in Texas' Twin Cities!

KFJZ-WRR

Ft. Worth - Dallas

- ☆ *Double-Coverage*
- ☆ *Billion $ Market*
- ☆ *Two Stations for a Single Price*

Simultaneous or Separate Schedules

NATIONAL REPRESENTATIVES

JOHN BLAIR & CO.

NEW YORK CHICAGO DETROIT ST. LOUIS LOS ANGELES SAN FRANCISCO

TEXAS TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Amarillo 2, 4, 5, 7			
A	Amarillo Tele. Co.		5
Austin			
A	Austin Tele. Co.		8
Beaumont 3, 6, 8, 10			
A	Lufkin Amusement Co.		10
Corpus Christi 3, 6, 8, 10			
A	Corpus Christi Tele. Co.		6
Dallas 4, 8, 12			
A-H	A. H. Belo Corp.		12
A-H	Texas Television		10
A	City of Dallas		10
CP	KRLD Radio Corp.	(KRLD-TV)	4
CP	Lacy-Potter Tele.	(KBTV)	8
A-H	Variety Bcstg. Co.		2
Fort Worth 2, 5, 10			
CP	Carter Pub.	(WBAP-TV)	5
A	Tele. Enterprises		10
Harlingen 9			
A	Harbenito Bcstg. Co.		9
A	Harlingen TV Co.		9
Houston 2, 4, 5, 7			
A-H	Harris County Bcstg. Co.		5
A-H	Texas Tele. Co.		7
A-H	Houston Post Co.		4
A-H	KTRH Bcstg. Co.		5
CP	W. Albert Lee	(KLEE-TV)	2
A-H	Shamrock Bcstg. Co.		7
San Antonio 2, 4, 5, 7, 9			
A	Express Pub. Co.		7
CP	San Antonio Tele. Co.	(KEYL)	5
CP	Southland Industries	(WOAI-TV)	4
A	Walmac Co.		9
A	Mission Bcstg. Co.		12
Waco 3, 6, 9, 11			
A	Waco Tele. Co.		6
Wichita Falls 8, 10			
A	Wichita Falls Tele. Co.		8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

TEXAS RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Abilene	Taylor	9 860	93.2	9 190	Con
Alice	Jim Wells	2 570	80.5	2 070	
Alpine	Brewster	1 290	79.8	1 030	
Amarillo	Potter	19 150	95.9	18 370	Con
Austin	Travis	29 790	89.6	26 700	Con
Ballinger	Runnels	1 570	85.3	1 340	
Bay City	Matagorda	2 490	81.5	2 030	Con
Beaumont	Jefferson	21 420	88.8	19 030	Con - Hooper
Belton	Bell	1 350	86.7	1 170	
Big Spring	Howard	4 520	90.0	4 070	Con
Borger	Hutchinson	3 830	91.6	3 510	Con
Brady	McCulloch	1 870	86.6	1 620	
Breckenridge	Stephens	2 350	88.9	2 090	
Brenham	Washington	2 530	82.2	2 080	
Brownsville	Cameron	6 930	73.7	5 110	Con
Brownwood	Brown	5 190	89.2	4 630	Con
Bryan	Brazos	4 570	84.7	3 870	Con
Childress	Childress	2 480	88.7	2 200	
Cleburne	Johnson	4 240	89.2	3 780	Con
Coleman	Coleman	2 210	88.2	1 950	
College Station	Brazos	810	91.4	740	Con
Corpus Christi	Nueces	20 640	86.1	17 770	Con - Hooper
Corsicana	Navarro	5 940	86.0	5 110	Con
Dallas	Dallas	111 180	93.3	103 730	Con - Hooper
Del Rio	Val Verde	4 080	75.7	3 090	Con
Denison	Grayson	6 170	90.8	5 600	Con
Denton	Denton	4 340	92.9	4 030	Con
Edinburg	Hidalgo	2 530	72.3	1 830	
El Paso	El Paso	32 850	88.6	29 110	Con
Fort Worth	Tarrant	68 260	92.8	63 350	Con - Hooper
Fredericksburg	Gillespie	1 360	84.6	1 150	
Gainesville	Cooke	3 600	89.2	3 210	
Galveston	Galveston	21 790	92.3	20 110	Con
Goose Creek	Harris	2 430	94.2	2 290	
Greenville	Hunt	5 400	90.7	4 900	Con
Harlingen	Cameron	4 700	82.6	3 880	Con
Henderson	Rusk	2 580	83.3	2 150	
Houston	Harris	142 390	92.8	132 050	Con - Hooper
Huntsville	Walker	1 320	90.2	1 190	
Jacksonville	Cherokee	2 760	84.4	2 330	
Kilgore	Gregg	2 670	89.5	2 390	
Lamesa	Dawson	2 160	85.2	1 840	
Laredo	Webb	11 280	72.2	8 140	Con
Littlefield	Lamb	1 380	83.3	1 150	
Longview	Gregg	5 440	86.6	4 710	Con
Lubbock	Lubbock	11 480	92.3	10 600	Con
Lufkin	Angelina	3 710	86.5	3 210	Con
Marshall	Harrison	6 840	83.3	5 700	Con
McAllen	Hidalgo	3 860	79.0	3 050	Con
McKinney	Collin	3 350	88.7	2 970	
Midland	Midland	3 590	88.6	3 180	
Mineral Wells	Palo Pinto	2 460	94.3	2 320	
Monahans	Ward	1 510	88.7	1 340	Con
Nacogdoches	Nacogdoches	2 850	87.7	2 500	
Odessa	Ector	3 800	90.5	3 440	Con
Palestine	Anderson	4 680	85.9	4 020	Con
Pampa	Gray	5 040	93.8	4 730	Con
Paris	Lamar	6 950	87.1	6 050	Con
Pecos	Reeves	1 670	82.6	1 380	
Plainview	Hale	3 120	91.7	2 860	Con
Port Arthur	Jefferson	16 420	91.8	15 070	
San Angelo	Tom Green	9 570	89.7	8 580	Con
San Antonio	Bexar	86 990	88.2	76 730	Con - Hooper
Sherman	Grayson	6 810	91.6	6 240	Con
Stamford	Jones	1 750	88.6	1 550	
Stephenville	Erath	1 900	90.5	1 720	
Sulphur Springs	Hopkins	2 610	86.6	2 260	
Sweetwater	Nolan	3 720	88.4	3 290	Con
Temple	Bell	5 670	88.5	5 020	Con
Terrell	Kaufman	2 930	85.7	2 510	
Texarkana	Bowie	11 050	86.2	9 530	Con
Tyler	Smith	10 630	90.6	9 630	Con
Uvalde	Uvalde	2 170	75.1	1 630	
Vernon	Wilbarger	3 520	88.6	3 120	
Victoria	Victoria	4 360	92.4	4 030	Con
Waco	McLennan	21 000	89.2	18 730	Con
Weslaco	Hidalgo	2 050	73.7	1 510	Con
Witchita Falls	Wichita	17 280	92.3	15 950	Con

FORT WORTH

LISTENING HABITS ARE CHANGING

BECAUSE KWBC is the only station in Fort Worth broadcasting

- MAJOR LEAGUE BASEBALL
- PROFESSIONAL FOOTBALL

BECAUSE Fort Worth listeners like KWBC's good programming and showmanship! You can't beat this combination.

REPRESENTED BY RAMBEAU

970 KC KWBC

WHAT'S A FEW MILES BETWEEN MARKETS— PLENTY! when the next biggest is 122 miles away

Amarillo is 122 miles from the $500 million Lubbock area. Fort Worth 290 . . . El Paso 380. In Texas distances are vast, community interest strong. It takes KCBD — programmed for the 396,000 South Plains folks — to sell this 30-county area. *More* local merchants use KCBD than use the other two stations *combined*. It *sells* in the South Plains.

KCBD

1000 WATTS UNLIMITED
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.
A Mutual Station
Rep. by JOHN E. PEARSON CO.

KRLD

Oldest CBS AFFILIATE IN TEXAS ★ ONLY FULL-TIME 50,000-WATT STATION SERVING THE BIG DALLAS-FORT WORTH *Area!*

CONLAN RADIO REPORT MAY 16-22, 1948		
	MORNING	AFTERNOON
BASIC CALLS	6,181	10,932
Listening Homes	1,178	2,071
% of Potential Audience	19.1%	18.9%
Distribution of Listening Homes Among Stations		
*KIXL—Dallas	2.8%	3.2%
*KLIF—Dallas	2.1	4.3
KRLD-Dallas	**29.7**	**24.3**
*KSKY—Dallas	9.7	8.6
WBAP—Ft. Worth	14.3	12.6
WFAA—Dallas	22.8	29.5
WRR—Dallas	16.5	15.5
Other & FM	2.1	2.0

Including KCNC, KFJZ, KXOL Fort Worth KIXL-FM, KRLD-FM, WFAA-FM.
* Indicates Limited Time operation.

DALLAS, TEX. METROPOLITAN DISTRICT		
	EVENING	ENTIRE SURVEY
BASIC CALLS	7,841	24,954
Listening Homes	2,501	5,750
% of Potential Audience	31.9%	23.0%
Distribution of Listening Homes Among Stations		
*KIXL—Dallas	.2%	1.8%
*KLIF—Dallas	.3	2.1
KRLD-Dallas	**34.3**	**29.8**
*KSKY—Dallas	.4	5.3
WBAP—Ft. Worth	21.6	16.9
WFAA—Dallas	26.2	26.7
WRR—Dallas	13.7	14.9
Other & FM	3.2	2.5

SURVEY PERIODS: Monday thru Saturday 8:00 AM to 10:30 PM
Sunday 12:00 M to 10:00 PM

Number 1 Radio Station **KRLD** *Number 1 Radio Market South*

The Times Herald Station

Represented by the Branham Company

TEXAS RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Anderson	10,030	84.3	8,460	2,278	6,991(13)	2,413(13)	8,227	17,304
Andrews	450	93.3	420	61	3,078(14)	1,210(14)	----	895
Angelina	9,990	86.2	8,610	1,892	6,173	2,551	10,530	17,159
Aransas	1,150	87.0	1,000	186	8,167(1)	2,759(1)	870	1,762
Archer	2,530	92.9	2,350	355	804(15)	266(15)	692	3,366
Armstrong	740	93.2	690	242	6,603(2)	2,929(2)	1,305	1,257
Atascosa	4,720	82.4	3,890	530	2,097(16)	541(16)	3,895	6,095
Austin	5,320	82.7	4,400	1,323	5,548(3)	2,085(3)	6,161	7,396
Bailey	1,640	89.0	1,460	109	5,003(17)	1,825(17)	2,427	3,495
Bandera	1,430	88.1	1,260	566	2,197(18)	807(18)	1,416	1,488
Bastrop	6,120	81.5	4,990	1,010	4,460(19)	1,332(19)	5,611	7,728
Baylor	2,170	87.6	1,900	399	4,498(20)	1,589(20)	3,118	5,215
Bee	4,650	83.4	3,880	959	----(1)	----(1)	6,142	12,552
Bell	13,230	87.7	11,600	3,735	7,582(21)	2,599(21)	20,099	27,068
Bexar	110,310	88.8	98,000	46,253	79,452	32,357	208,430	332,662
Blanco	1,290	88.4	1,140	351	3,880(22)	1,089(22)	1,581	2,369
Borden	490	87.8	430	(A-1)	4,560(23)	1,802(23)	----	57
Bosque	4,130	90.6	3,740	942	3,025(24)	959(24)	3,544	6,197
Bowie	13,180	85.9	11,320	3,365	7,451	2,449	19,827	30,751
Brazoria	8,220	88.6	7,280	2,898	7,241	3,884	12,816	18,025
Brazos	7,430	84.7	6,290	2,094	8,615(4)	2,588(4)	9,346	21,363
Brewster	2,060	80.6	1,660	429	3,477(25)	1,254(25)	2,403	5,301
Briscoe	1,290	89.9	1,160	173	----(2)	----(2)	1,486	2,124
Brooks	1,590	80.5	1,280	135	2,280(26)	914(26)	1,583	3,813
Brown	7,890	88.8	7,010	2,559	5,721(27)	1,986(27)	13,443	19,615
Burleson	4,210	81.9	3,450	510	----(4)	----(4)	2,706	5,763
Burnet	2,860	89.2	2,550	1,364	----(22)	----(22)	2,106	5,027
Caldwell	6,630	83.0	5,500	1,470	----(19)	----(19)	6,034	15,383
Calhoun	1,600	87.5	1,400	260	----(1)	----(1)	1,622	2,831
Callahan	2,990	90.0	2,690	407	13,150(5)	5,074(5)	3,435	5,272
Cameron	22,620	78.6	17,780	3,983	12,565	4,390	22,082	47,087
Camp	2,670	80.5	2,150	351	3,842(28)	1,248(28)	2,406	3,525
Carson	2,100	96.2	2,020	347	----(2)	----(2)	4,873	4,709
Cass	7,870	84.0	6,610	785	2,149	604	6,899	13,014
Castro	1,360	92.6	1,260	161	1,712(29)	578(29)	1,480	2,412
Chambers	2,870	89.5	2,570	196	390	184	1,062	5,113
Cherokee	10,490	83.3	8,740	1,719	----(13)	----(13)	9,818	18,402
Childress	3,870	88.6	3,430	1,120	2,521(30)	843(30)	4,757	10,269
Clay	3,530	89.8	3,170	819	----(15)	----(15)	2,848	5,258
Cochran	1,280	89.1	1,140	48	----(17)	----(17)	1,803	1,718
Coke	1,070	86.9	930	366	320(31)	105(31)	1,343	1,633
Coleman	5,550	88.8	4,930	1,359	----(27)	----(27)	6,504	10,125
Collin	10,660	90.1	9,590	2,444	2,786(32)	900(32)	12,678	21,579
Collingsworth	2,710	86.1	2,350	470	----(30)	----(30)	3,909	6,008
Colorado	5,390	84.2	4,540	998	----(3)	----(3)	8,445	11,064
Comal	3,780	86.0	3,250	1,248	4,899(33)	1,555(33)	5,894	9,894
Comanche	6,100	88.4	5,390	952	----(27)	----(27)	5,707	6,052
Concho	1,820	89.6	1,630	508	2,694(34)	832(34)	1,826	3,178
Cooke	6,440	89.9	5,790	1,876	10,727(6)	4,025(6)	10,031	15,397
Coryell	4,250	81.9	3,480	1,482	----(21)	----(21)	5,737	6,890
Cottle	1,990	86.4	1,720	308	2,826(7)	2,113(7)	2,776	5,171
Crane	1,050	95.2	1,000	89	7,995(8)	3,743(8)	----	2,369
Crockett	1,030	89.3	920	377	----(25)	----(25)	2,875	3,106
Crosby	2,580	91.5	2,360	346	----(7)	----(7)	4,101	5,200
Culberson	570	86.0	490	63	403(35)	140(35)	724	1,820
Dallam	2,250	91.1	2,050	822	10,019(9)	5,252(9)	5,424	6,890
Dallas	147,480	93.5	137,870	73,249	163,090	79,595	406,989	690,246
Dawson	4,300	87.2	3,750	555	----(14)	----(14)	7,838	11,627
Deaf Smith	2,290	92.1	2,110	518	----(29)	----(29)	4,837	6,875
Delta	3,280	89.6	2,940	579	5,520(36)	2,479(36)	2,410	4,087
Denton	10,580	91.0	9,630	3,099	2,984	949	10,439	22,373
De Witt	7,430	81.7	6,070	2,149	7,636(10)	2,331(10)	11,585	16,322
Dickens	2,030	90.1	1,830	346	----(7)	----(7)	2,426	5,907
Dimmit	2,270	81.9	1,860	296	2,574(37)	766(37)	972	2,730
Donley	2,160	93.1	2,010	701	----(2)	----(2)	3,576	4,781
Duval	5,200	83.8	4,360	295	5,247(38)	2,110(38)	1,074	9,808
Eastland	9,980	88.1	8,790	1,549	4,475(39)	1,605(39)	8,732	18,590
Ector	5,880	91.7	5,390	1,284	----(8)	----(8)	5,859	23,948
Edwards	870	89.7	780	222	2,941(40)	976(40)	499	1,257
Ellis	13,230	87.6	11,590	3,033	3,385	1,107	14,870	24,886
El Paso	41,060	88.4	36,290	12,706	27,207	11,307	70,011	128,948
Erath	6,450	86.7	5,590	1,125	1,617(41)	455(41)	7,457	9,966
Falls	8,290	82.3	6,820	1,289	2,909(42)	951(42)	6,900	13,476
Fannin	10,880	89.9	9,780	1,746	1,912	621	8,729	15,585
Fayette	8,040	81.8	6,580	1,528	----(4)	----(4)	10,016	12,566
Fisher	3,620	89.2	3,230	345	3,950(43)	1,535(43)	2,677	4,593
Floyd	3,220	91.0	2,930	597	----(7)	----(7)	3,700	6,918
Foard	1,470	89.8	1,320	274	----(20)	----(20)	1,592	2,803
Fort Bend	8,130	82.7	6,720	1,093	2,573	992	8,212	19,110
Franklin	2,050	88.8	1,820	167	----(28)	----(28)	1,429	2,730
Freestone	4,920	82.5	4,060	823	1,158(44)	327(44)	3,916	7,872
Frio	2,390	76.6	1,830	284	----(16)	----(16)	2,129	3,524
Gaines	2,850	89.1	2,540	311	----(14)	----(14)	1,809	8,276
Galveston	29,560	92.3	27,280	12,674	30,554	13,636	55,441	92,646
Garza	1,310	92.4	1,210	273	----(7)	----(7)	2,382	4,290
Gillespie	3,150	84.4	2,660	1,533	----(22)	----(22)	4,703	7,164
Glasscock	340	94.1	320	124	4,401(45)	2,208(45)	----	275

(Continued on page 228)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

DON'T FORGET

my new number is

790

with 5000 WATTS POWER!

". . . and it's a mighty popular number down Houston way. I'm tops in time-buyers' books and doing a better selling job than ever. Look me up when you're looking for a real live-wire.

YES . . . LOOK TO KTHT

Houston's only radio station using 24-sheet posters, newspapers, magazines, car cards, taxi-dashes, point of purchase and displays to tell and sell the folks in this rich trade area.

MARKET DATA WITHIN .05 MV CONTOUR

Population (Jan. 1947)*	2,228,700
Total Radio Families (1946)**	458,500
Retail Sales (1946)*	$1,242,849,000.00
Effective Buying Income (1946)*	$2,055,206,000.00

* Sales Management SURVEY OF BUYING POWER, 1948
** BMB, 1946

Keep your eye on **KTHT** *where 790 will get you 5000*

Affiliated with Mutual Broadcasting System and Texas State Network

ROY HOFHEINZ, Pres.

BILL BENNETT, Mgr. • AVERY-KNODEL, Nat'l Representative

KTHT

HOUSTON • TEXAS

TEXAS RADIO MARKET DATA BY COUNTIES

(Continued from page 226)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Goliad	1,830	82.0	1,500	228	----(1)	----(1)	1,706	3,163
Gonzales	6,940	81.8	5,680	1,171	----(10)	----(10)	5,174	10,400
Gray	8,650	94.6	8,180	2,441	----(2)	----(2)	12,232	27,010
Grayson	21,860	91.0	19,900	6,735	----(6)	----(6)	28,531	52,554
Gregg	21,380	89.0	19,020	4,186	15,383(11)	5,868(11)	26,344	59,598
Grimes	5,000	78.4	3,920	660	----(55)	----(55)	4,105	8,132
Guadalupe	6,070	82.7	5,020	1,744	----(33)	----(33)	8,386	11,107
Hale	6,040	91.7	5,540	1,464	----(7)	----(7)	10,586	19,398
Hall	3,480	86.8	3,020	664	----(2)	----(2)	4,377	7,959
Hamilton	4,190	87.8	3,680	1,028	671	190	4,278	7,251
Hansford	1,040	94.2	980	225	----(9)	----(9)	4,036	3,307
Hardeman	3,370	89.9	3,030	898	----(20)	----(20)	4,575	7,309
Hardin	5,500	85.6	4,710	712	1,228	412	3,378	8,088
Harris	188,670	92.5	174,600	86,428	198,482	102,670	523,687	731,423
Harrison	13,260	81.4	10,790	2,783	6,708(46)	2,124(46)	13,742	24,280
Hartley	580	93.1	540	32	----(9)	----(9)	----	520
Haskell	4,270	87.8	3,750	477	758(47)	237(47)	3,682	6,875
Hays	4,190	84.0	3,520	1,230	----(19)	----(19)	4,361	7,959
Hemphill	1,420	91.5	1,300	483	----(9)	----(9)	2,210	3,871
Henderson	6,970	86.4	6,020	929	4,944(48)	1,550(48)	4,718	12,480
Hidalgo	25,020	76.6	19,160	4,011	13,814	4,747	36,621	52,042
Hill	10,190	87.3	8,900	1,748	----(24)	----(24)	9,033	16,495
Hockley	3,150	89.8	2,830	426	----(17)	----(17)	4,724	7,077
Hood	1,810	86.2	1,560	795	----(41)	----(41)	1,738	2,325
Hopkins	8,060	87.2	7,030	1,225	----(36)	----(36)	7,336	14,458
Houston	6,350	79.7	5,060	614	3,560(49)	1,049(49)	4,786	9,996
Howard	6,700	90.7	6,080	1,686	----(23)	----(23)	11,737	26,037
Hudspetto	840	84.5	710	30	----(35)	----(35)	----	1,271
Hunt	15,110	90.3	13,640	4,141	3,950	1,299	14,971	29,437
Hutchinson	6,420	94.4	6,060	1,170	----(9)	----(9)	6,303	18,084
Irion	690	88.4	610	197	----(31)	----(31)	2,142	823
Jack	2,980	88.9	2,650	591	2,813(50)	874(50)	2,516	4,969
Jackson	3,750	84.0	3,150	586	----(1)	----(1)	3,733	5,619
Jasper	5,100	82.2	4,190	674	1,992(51)	620(51)	3,949	8,103
Jeff Davis	790	83.5	660	109	----(25)	----(25)	820	694
Jefferson	52,620	91.1	47,930	21,873	38,997	20,621	94,792	164,706
Jim Hogg	1,540	85.1	1,310	172	489(52)	146(52)	1,474	3,958
Jim Wells	5,050	81.6	4,120	1,037	----(38)	----(38)	7,443	15,267
Johnson	10,280	89.3	9,180	2,201	4,420(53)	1,478(53)	9,737	17,159
Jones	6,870	89.5	6,150	1,347	----(5)	----(5)	8,828	15,209
Karnes	4,930	81.3	4,010	825	----(10)	----(10)	5,373	8,652
Kaufman	9,630	85.5	8,230	2,014	2,083	664	9,892	16,755
Kendall	1,680	86.9	1,460	874	----(18)	----(18)	2,688	3,554
Kenedy	80	87.5	70	(A-1)	----(26)	----(26)	----	57
Kent	690	88.4	610	113	----(47)	----(47)	----	1,214
Kerr	3,930	89.1	3,500	1,049	----(18)	----(18)	2,113	12,190
Kimble	1,430	89.5	1,280	420	878(54)	274(54)	1,142	3,495
King	260	92.3	240	(A-1)	----(7)	----(7)	----	520
Kinney	1,150	76.5	880	196	----(40)	----(40)	745	1,803
Kleberg	3,730	84.2	3,140	1,187	----(40)	----(40)	2,425	9,490
Knox	2,740	89.1	2,440	399	----(20)	----(20)	3,358	5,532
Lamar	12,760	86.6	11,050	2,738	4,519	1,605	14,244	23,760
Lamb	4,670	88.4	4,130	424	----(17)	----(17)	9,246	11,916
Lampasas	3,130	86.9	2,720	1,765	----(22)	----(22)	4,250	6,081
La Salle	2,230	71.3	1,590	247	----(37)	----(37)	876	3,019
Lavaca	7,150	82.2	5,880	1,090	----(10)	----(10)	6,830	9,027
Lee	3,400	81.8	2,780	380	----(4)	----(4)	2,467	4,160
Leon	3,820	81.7	3,120	552	----(44)	----(44)	2,715	5,879
Liberty	8,600	84.9	7,300	1,007	6,581(55)	2,203(55)	8,060	16,250
Limestone	8,150	84.2	6,860	1,407	----(42)	----(42)	5,814	12,681
Lipscomb	1,090	94.5	1,030	402	----(9)	----(9)	3,443	2,730
Live Oak	1,880	87.2	1,640	194	788(56)	296(56)	1,412	3,914
Llano	2,050	86.3	1,770	589	----(22)	----(22)	1,840	3,871
Loving	130	92.3	120	(A-1)	----(8)	----(8)	----	101
Lubbock	17,520	92.0	16,120	6,782	13,391	5,531	38,273	70,975
Lynn	3,160	91.8	2,900	467	----(17)	----(17)	7,042	8,363
McCulloch	3,910	87.5	3,420	1,157	----(34)	----(34)	5,883	10,024
McLennan	33,180	88.6	29,400	10,313	20,120	7,928	47,690	89,938
McMullen	440	84.1	370	(A-1)	----(56)	----(56)	----	289
Madison	2,110	82.0	1,730	365	----(49)	----(49)	2,471	6,335
Marion	2,080	77.9	1,620	275	----(46)	----(46)	1,105	4,318
Martin	1,220	90.2	1,100	114	----(14)	----(14)	1,386	2,918
Mason	1,840	90.2	1,660	781	----(22)	----(22)	1,592	3,770
Matagorda	6,310	82.4	5,200	1,111	2,614	877	10,629	14,329
Maverick	2,610	73.9	1,930	389	----(37)	----(37)	3,064	5,532
Medina	3,810	86.1	3,280	1,067	----(16)	----(16)	5,222	5,820
Menard	1,340	89.6	1,200	436	----(54)	----(54)	2,456	3,611
Midland	4,140	88.4	3,660	1,903	----(45)	----(45)	14,439	15,759
Milam	7,730	83.4	6,450	1,415	----(4)	----(4)	7,068	11,815
Mills	2,220	88.3	1,960	497	----(22)	----(22)	1,933	3,669
Mitchell	3,510	86.3	3,030	807	----(23)	----(23)	4,347	7,959
Montague	5,820	88.5	5,150	1,190	1,604	597	6,873	10,212
Montgomery	5,770	84.1	4,850	602	----(55)	----(55)	3,721	12,061
Moore	1,670	97.0	1,620	283	----(9)	----(9)	2,659	3,712
Morris	2,050	83.9	1,720	291	----(28)	----(28)	2,557	3,264
Motley	1,640	89.0	1,460	139	----(7)	----(7)	1,456	3,062
Nacogdoches	8,600	84.5	7,270	1,414	6,508(57)	2,056(57)	9,042	17,680
Navarro	13,230	86.0	11,380	2,620	4,937	1,571	16,310	24,973
Newton	3,810	81.1	3,090	241	----(51)	----(51)	1,279	3,235
Nolan	5,940	89.6	5,320	1,562	----(43)	----(43)	7,091	15,585
Nueces	29,180	85.2	24,850	11,358	27,807	13,273	54,363	119,737
Ochiltree	1,470	95.9	1,410	400	----(9)	----(9)	5,386	5,200

(Continued on page 230)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

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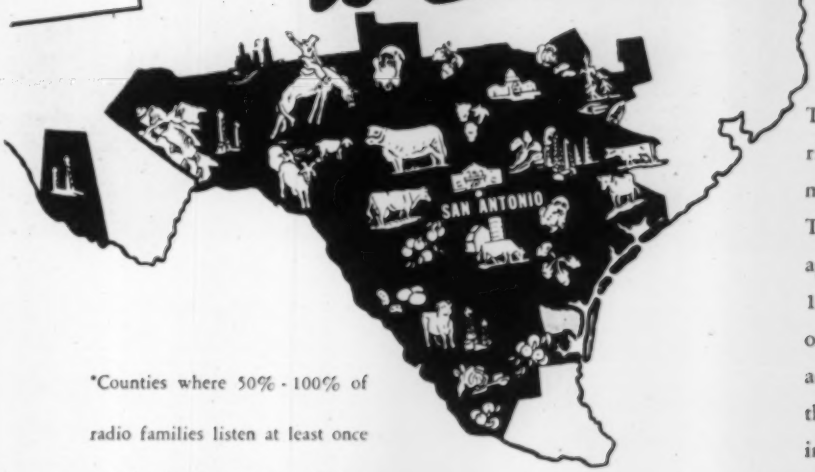

*Counties where 50% - 100% of radio families listen at least once a week—BMB Study No. 1, March 1946.

The illustration shows WOAI's rich 67-county* daytime primary market area. WOAI's Texas nighttime primary coverage is even bigger. It comprises 118 big Texas counties* plus 25 other important counties* in 5 adjoining states. And, WOAI is the only single medium reaching all of this vast market. Your Petry man can give you the full story.

THERE'S WEALTH IN WOAI's BIG 67-COUNTY* DAYTIME PRIMARY AREA

* Population	1,370,900	* Drug Sales	$34,017,000
* Retail Sales	$936,545,000	* Net Effective Buying Income	$1,282,729,000
* Food Sales	$247,370,000		
* General Merchandise	$105,819,000	* Net Farm Income	$255,821,000

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TEXAS RADIO MARKET DATA BY COUNTIES

(Continued from page 228)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Oldham	480	95.8	460	78	----(29)	----(29)	642	1,112
Orange	6,420	86.8	5,570	1,402	11,098	5,906	22,588	9,402
Palo Pinto	6,110	91.8	5,610	1,612	----(50)	----(50)	8,469	11,064
Panola	4,040	82.4	3,330	422	----(46)	----(46)	3,737	5,706
Parker	6,290	87.0	5,470	1,385	----(53)	----(53)	8,161	9,403
Parmer	1,790	93.9	1,680	46	----(29)	----(29)	2,937	3,726
Pecos	2,560	86.7	2,220	402	----(25)	----(25)	2,368	7,424
Polk	5,830	84.7	4,940	516	4,912(58)	1,452(58)	3,409	9,620
Potter	20,220	95.9	19,390	9,283	18,021(12)	8,657(12)	49,928	87,229
Presidio	2,900	77.6	2,250	370	----(25)	----(25)	2,793	5,575
Rains	1,720	86.0	1,480	55	1,523(59)	436(59)	746	1,069
Randall	2,500	94.8	2,370	510	----(12)	----(12)	2,166	3,958
Reagan	750	96.0	720	200	----(25)	----(25)	889	1,531
Real	830	85.5	710	255	----(40)	----(40)	----	795
Red River	7,250	83.7	6,070	1,049	----(28)	----(28)	3,988	10,096
Reeves	2,560	83.2	2,130	673	----(8)	----(8)	5,059	9,778
Refugio	2,940	87.1	2,560	493	----(1)	----(1)	4,389	8,407
Roberts	420	95.2	400	136	----(9)	----(9)	934	1,170
Robertson	5,470	82.1	4,490	918	----(4)	----(4)	4,882	9,027
Rockwall	1,950	88.7	1,730	341	----(32)	----(32)	1,613	2,701
Runnels	5,230	89.3	4,670	1,594	----(34)	----(34)	7,721	12,408
Rusk	15,390	86.5	13,320	1,614	----(11)	----(11)	10,453	26,779
Sabine	2,420	82.6	2,000	192	----(57)	----(57)	378	3,178
San Augustine	2,810	79.7	2,240	235	----(57)	----(57)	2,572	4,189
San Jacinto	1,650	76.4	1,260	27	----(58)	----(58)	334	1,531
San Patricio	7,820	85.2	6,660	1,318	2,242	745	7,781	20,568
San Saba	3,270	86.2	2,820	707	----(22)	----(22)	2,864	5,069
Schleicher	870	89.7	780	307	----(54)	----(54)	1,257	1,488
Scurry	3,180	87.7	2,790	562	----(43)	----(43)	3,504	7,251
Shackelford	2,230	93.3	2,080	344	----(5)	----(5)	2,370	3,626
Shelby	7,220	82.1	5,930	873	----(57)	----(57)	5,634	10,602
Sherman	720	95.8	690	85	----(9)	----(9)	3,087	1,618
Smith	21,340	87.9	18,760	5,799	10,694	4,586	32,431	57,972
Somervell	830	85.5	710	143	----(41)	----(41)	978	1,026
Starr	3,630	77.4	2,810	176	360	71	1,069	3,163
Stephens	4,680	89.5	4,190	731	----(39)	----(39)	4,040	9,908
Sterling	460	93.5	430	232	----(31)	----(31)	1,582	1,401
Stonewall	1,150	88.7	1,020	139	----(47)	----(47)	1,347	1,531
Sutton	1,160	94.0	1,090	506	----(54)	----(54)	1,645	3,726
Swisher	2,070	94.7	1,960	380	----(29)	----(29)	4,059	4,781
Tarrant	83,930	92.6	77,740	39,060	77,781	37,490	161,716	363,003
Taylor	14,730	92.4	13,610	5,717	----(5)	----(5)	28,836	42,566
Terrell	1,000	86.0	860	190	----(25)	----(25)	1,021	2,282
Terry	3,030	87.8	2,660	342	----(17)	----(17)	7,070	8,378
Throckmorton	1,240	90.3	1,120	308	2,166(60)	745(60)	1,003	1,777
Titus	5,720	85.1	4,870	691	----(28)	----(28)	4,448	9,952
Tom Green	13,500	89.7	12,110	5,900	7,500	2,976	23,669	42,682
Travis	35,150	89.0	31,290	17,796	21,234	7,912	51,960	124,071
Trinity	3,120	76.6	2,390	455	----(58)	----(58)	2,409	5,807
Tyler	3,080	84.7	2,610	228	----(58)	----(58)	1,871	4,694
Upshur	6,060	84.7	5,130	428	----(11)	----(11)	4,169	8,652
Upton	1,630	92.6	1,510	246	----(25)	----(25)	2,217	5,907
Uvalde	4,080	80.6	3,290	1,269	----(40)	----(40)	4,678	9,575
Val Verde	4,870	77.0	3,750	1,253	----(40)	----(40)	6,935	10,573
Van Zandt	7,810	89.4	6,980	1,033	----(48)	----(48)	4,972	11,771
Victoria	7,620	89.0	6,780	2,355	----(1)	----(1)	21,454	22,850
Walker	4,820	83.6	4,030	766	----(49)	----(49)	4,644	9,360
Waller	2,660	81.6	2,170	376	----(3)	----(3)	2,807	5,156
Ward	3,340	89.5	2,990	543	----(8)	----(8)	2,165	10,081
Washington	6,750	78.2	5,280	1,964	----(4)	----(4)	7,524	11,498
Webb	12,760	73.6	9,390	2,061	6,656	1,999	14,129	27,674
Wharton	11,040	85.0	9,380	1,711	----(3)	----(3)	14,204	22,561
Wheeler	3,330	90.1	3,000	694	----(30)	----(30)	4,350	8,782
Wichita	26,060	91.9	23,950	9,977	18,317	8,461	44,614	89,396
Wilbarger	6,030	90.4	5,450	1,466	----(20)	----(20)	9,864	16,697
Willacy	3,280	79.0	2,590	232	----(26)	----(26)	3,850	5,994
Williamson	11,870	86.0	10,210	2,672	3,377	1,092	14,015	22,922
Wilson	3,880	82.2	3,190	1,073	----(33)	----(33)	3,535	5,676
Winkler	2,340	90.6	2,120	258	----(8)	----(8)	1,008	7,915
Wise	5,230	88.5	4,630	830	----(53)	----(53)	4,427	7,396
Wood	5,490	86.5	4,750	915	----(59)	----(59)	6,385	10,096
Yoakum	2,000	91.0	1,820	37	437	185	----	2,181
Young	5,750	90.1	5,180	1,208	----(60)	----(60)	7,648	17,043
Zapata	1,220	76.2	930	6	----(52)	----(52)	----	318
Zavala	2,320	69.4	1,610	289	----(37)	----(37)	1,448	3,409

(1) Includes Aransas, Bee, Calhoun Goliad, Jackson Refugio and Victoria Counties. (2) Includes Armstrong, Briscoe, Carson, Donley, Gray and Hall Counties. (3) Includes Austin, Colorado, Waller and Wharton Counties. (4) Includes Brazos, Burleson, Fayette, Lee, Milam, Robertson and Washington Counties. (5) Includes Callahan, Jones, Shackelford, and Taylor Counties. (6) Includes Cooke and Grayson Counties. (7) Includes Cottle, Crosby, Dickens, Floyd, Garza, Hale, King and Motley Counties. (8) Includes Crane, Ector, Loving, Reeves, Ward and Winkler Counties. (9) Includes Dallam, Hansford, Hartley, Hemphill, Hutchison, Lipscomb, Moore, Ochiltree, Roberts and Sherman Counties. (10) Includes De Will, Gonzales, Karnes and Lavaca Counties. (11) Includes Gregg, Rusk and Upshur Counties. (12) Includes Potter and Randall Counties. (13) Includes Anderson and Cherokee Counties. (14) Includes Andrews, Dawson, Gaines and Martin Counties. (15) Includes Archer and Clay Counties. (16) Includes Atascosa, Frio and Medina Counties. (17) Includes Bailey, Cochran, Hockley, Lamb, Lynn and Terry Counties. (18) Includes Bandera, Kendall and Kerr Counties. (19) Includes Bastrip, Caldwell and Hays Counties. (20) Includes Baylor, Foard, Hardman, Knox and Wilbarger Counties. (21) Includes Bell and Coryell Counties. (22) Includes Blanco, Burnet, Gillespie, Lampasas, Llano, Mason, Mills and San Saba Counties. (23) Includes Bordon, Howard and Mitchell Counties. (24) Includes Bosque and Hill Counties. (25) Includes Brewster, Crockett, Jeff Davis, Pecos, Presidio, Reagan, Terrell and Upton Counties. (26) Includes Brooks, Kenedy and Willacy Counties. (27) Includes Brown, Coleman and Conanche Counties. (28) Includes Camp, Franklin, Morris, Red River and Titus Counties. (29) Includes Castro, Deaf Smith, Oldham, Parmer and Swisher Counties. (30) Includes Childress, Collingsworth and Wheeler Counties. (31) Includes Coke, Irion and Sterling Counties. (32) Includes Collin and Rickwall Counties. (33) Includes Comal, Guadalupe and Wilson Counties. (34) Includes Concho, McCulloch and Runnels Counties. (35) Includes Culberson and Hudspeth Counties. (36) Includes Delta and Hopkins Counties. (37) Includes Dimmit, La Salle, Maverick and Zavala Counties. (38) Includes Duval, Jim Wells and Kleberg Counties. (39) Includes Eastland and Stephens Counties. (40) Includes Edwards, Kinney, Real, Uvalde and Val Verde Counties. (4) Includes Erath, Hood and Somervell Counties. (42) Includes Falls and Limestone Counties. (43) Includes Fisher, Nolan and Scurry Counties. (44) Includes Freestone and Leon Counties. (45) Includes Glasscock and Midland Counties. (46) Includes Harrison, Marion and Panola Counties. (47) Includes Haskell, Kent and Stonewall Counties. (48) Includes Henderson and Van Zandt Counties. (49) Includes Houston, Madison and Walker Counties. (50) Includes Jack and Palo Pinto Counties. (51) Includes Jasper and Newton Counties. (52) Includes Jim Hogg and Zapata Counties. (53) Includes Johnson, Parker and Wise Counties. (54) Includes Kimble, Menaid, Schleicher and Sutton Counties. (55) Includes Liberty, Grimes and Montgomery Counties. (56) Includes Lime Oak and McMullen Counties. (57) Includes Nacogdoches, Sabine, San Augustine and Shelby Counties. (58) Includes Polk, San Jacinto, Trinity and Tyler Counties. (59) Includes Rains and Wood Counties. (60) Includes Throckmorton and Young Counties. (A-1) Served from adjoining county.

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AM STATIONS

City		Frequency	Power	Network
Brigham	KBUH	800	250-D	
Cedar City	KSUB	1340	250	CBS-KBS
	CP-590		CP-1,000	
Logan	KVNU	610	1,000	MBS-KBS
Ogden	KLO	1430	5,000	MBS
	KOPP	730	1,000-D	
	KVOG	1490	250	
Price	KOAL	1230	250	MBS-KBS
Provo	KCSU	1490	250	
	*KNEU	1450	250	
	KOVO	960	1,000	MBS
Richfield	KSVC	690	1,000-D	
Salt Lake City	KALL	910	1,000	MBS
	KDYL	1320	5,000	NBC
	KNAK	1400	250	
	CP-1280		CP-500	
	KSL	1160	50,000	CBS
	KUTA	570	5,000	ABC
Springville	*KJMS	1400	250	
Vernal	KJAM	1340	250	KBS

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Ogden	KOPP-FM	103.9	280	1
Salt Lake City	KDYL-FM	98.7	254	0.9
	KSL-FM	100.3	262	8.5

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Salt Lake City 2, 4, 5, 7, 9			
O	Intermountain Bcstg. Corp.	(KDYL-TV)	4
A	Edward Lasker		7
CP	Radio Service Corp. of Utah	(KSL-TV)	5
A	Salt Lake City Bcstg. Co.		7
A	Utah Bcstg. Co.		2
A	Granite District Radio Bcstg. Co.		9

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

See page 3 for key to map.

UTAH RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Cedar City	Iron	1 180	97.5	1 150	
Logan	Cache	3 250	98.5	3 200	Con
Ogden	Weber	12 100	98.4	11 910	Con
Price	Carbon	1 300	96.2	1 250	
Provo	Utah	4 390	98.6	4 330	Con
Richfield	Sevier	930	97.8	910	
Salt Lake City	Salt Lake	41 830	98.7	41 290	Con - Hooper
Vernal	Uintah	590	96.6	570	

They LOOK and LISTEN to the Popular Station In this Preferred City

With a population increase of 17.1% in Utah, KDYL—first with commercial television—has become the eyes as well as the ears for the biggest segment of Utah's buying power.

Wire, phone or write for full details

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
National Representative:
John Blair & Co.

MARKET INDICATORS FOR UTAH

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	640,000	'47	550,310	'40
BMB Families	157,700	'48	166,700	'46
Per Cent Radio	98.4	'48	95.9	'46
Radio Families	155,100		159,800	'46
Number of Business Concerns (1)	8,684	'46	7,965	'39
Domestic Urban Electric Consumers	152,000	'46	116,000	'39
Private & Commercial Passenger Auto Registrations	139,402	'46	110,980	'39
Business Telephones	43,900	'46	27,800	'39
Residential Telephones	97,800	'46	49,600	'39
Nonagricultural Employment (2)	140,000	'46	112,000	'39
Total Income Payments to Individuals	$773,000,000	'47	243,000,000	'39
Per Capita Income Payments	$ 1,208	'47	443	'39

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Sales of U. S. Savings Bonds (Series E) (3)	$ 18,947,000	'46	3,149,000	'41
Bank Deposits	$553,000,000	'46	164,000,000	'39
Drug Store Sales	$ 17,772,000	'46	6,421,000	'39
Gross Postal Receipts (4)	$ 4,397,000	'46	2,358,000	'39
Total Private Construction	$ 44,500,000	'46	17,500,000	'39
Private Residential Building	$ 21,400,000	'46	9,900,000	'39
Private Nonresidential Building	$ 16,400,000	'46	2,400,000	'39
Farm Construction	$ 2,000,000	'46	1,300,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

UTAH RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Beaver	1,440	96.6	1,420	501	383	138	1,309	2,935
Box Elder	5,150	98.8	5,090	1,802	1,271	467	9,595	11,780
Cache	8,760	99.0	8,670	3,433	2,642	1,033	14,505	23,095
Carbon	5,140	96.9	4,980	1,253	4,521	3,054	9,014	19,220
Daggett	160	87.5	140	(A-1)	6	2	----	159
Davis	4,890	99.2	4,850	1,790	1,235	542	9,278	7,242
Duchesne	2,390	96.2	2,300	228	307	121	1,396	3,455
Emery	1,940	97.9	1,900	268	137	62	----	1,793
Garfield	1,270	96.1	1,220	158	276	137	----	1,431
Grand	570	94.7	540	107	116	40	755	1,228
Iron	2,060	98.1	2,020	889	1,021	406	2,770	9,946
Juab	2,030	98.0	1,990	658	347	118	2,060	4,351
Kane	540	98.1	530	111	105	31	----	1,344
Millard	3,420	98.2	3,360	261	368	126	1,767	5,725
Morgan	760	97.4	740	250	223	100	689	1,272
Piute	770	97.4	750	47	35	11	----	998
Rich	810	97.5	790	97	33	8	----	477
Salt Lake	60,570	98.8	59,850	39,339	55,154	27,166	197,430	266,135
San Juan	970	91.8	890	136	140	47	----	1,186
Sanpete	5,470	98.7	5,400	1,341	733	200	5,192	6,968
Sevier	3,580	98.3	3,520	948	876	268	6,686	8,428
Summit	2,680	95.1	2,550	801	420	175	2,885	4,395
Tooele	2,690	98.1	2,640	936	1,968	873	2,295	5,928
Uintah	2,520	96.4	2,430	435	614	214	2,885	4,410
Utah	16,150	98.8	15,950	5,554	6,678	3,022	24,250	44,537
Wasatch	1,870	98.4	1,840	500	560	308	1,111	3,600
Washington	1,970	95.4	1,880	701	603	218	2,699	4,930
Wayne	780	97.4	760	(A-1)	54	18	406	361
Weber	16,320	98.7	16,100	10,845	11,141	5,385	41,363	69,337

(A-1) Served from Adjoining county.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

HERE'S WHY YOUR ADVERTISING DOLLARS GO FURTHER ON KSL IN THE REAL SALT LAKE CITY MARKET*

(1) Day and night, KSL ALONE delivers ALL of the "real" Salt Lake City market—a quarter-million square mile area with over a million people and a billion dollars in annual retail sales.†

†According to a survey of leading Salt Lake City wholesalers.

(2) KSL is actually listened to most frequently by far more people — morning, afternoon and evening—than any competing station or regional network.*

*Hooper Listening Area Coverage Index for 69 KSL counties, Spring, 1948.

(3) KSL reaches more radio homes per dollar, day and night, than any competing station or regional network.‡

‡Cost per 1,000 50-100% BMB radio homes based on one-time ¼ hr. rates as of March, 1948.

KSL

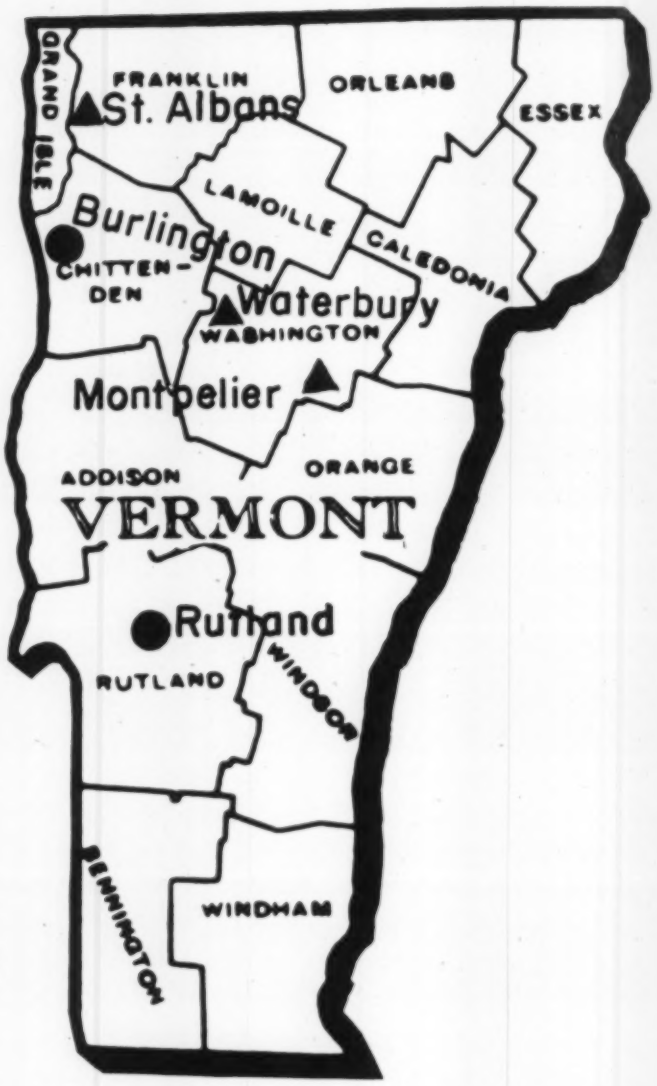
50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS

VERMONT

AM STATIONS

City		Frequency	Power	Network
Burlington	WCAX	620	5,000	CBS
	WJOY	1230	250	ABC
Montpelier-Barre	WSKI	1240	250	
Rutland	*WHLW	1000	1,000-D	
	WSYB	1380	1,000	MBS-KBS
St. Albans	WWSR	1420	1,000-D	KBS
Waterbury	WDEV	550	1,000	MBS-KBS



See page 3 for key to map.

VERMONT RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Barre	Washington	3 130	98.4	3 080	
Burlington	Chittenden	7 300	98.9	7 220	Con
Montpelier	Washington	2 260	96.9	2 190	Con
Rutland	Rutland	4 680	98.3	4 600	Con
Saint Albans	Franklin	2 190	99.5	2 180	Con
Waterbury	Washington	490	95.9	470	

Two Markets—One Price . . . . . .

BARRE
World's Granite Center

- WSKI -

MONTPELIER
State Capitol

IN CENTRAL VERMONT

"Proven To Sell Your Customers In Six Big Counties In The Maple Sugar State"

REPRESENTED BY
Kettell-Carter
Boston, Mass.

Lamoille
Caledonia
Orange

Washington
Chittendon
Addison

W. S. GRANT CO.
New York, Chicago,
San Francisco, Los Angeles

MARKET INDICATORS FOR VERMONT

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	366,000	'47	359,231	'40
BMB Families	108,500	'48	88,600	'46
Per Cent Radio	95.7	'48	93.6	'46
Radio Families	103,800	'48	82,900	'46
Number of Business Concerns (1)	6,193	'46	6,957	'39
Domestic Urban Electric Consumers	92,000	'46	74,000	'39
Private & Commercial Passenger Auto Registrations	88,117†	'46	81,041†*	'39
Business Telephones	21,900	'46	14,600	'39
Residential Telephones	66,200	'46	35,000	'39
Nonagricultural Employment (2)	87,000	'46	77,000	'39
Total Income Payments to Individuals	$433,000,000	'47	174,000,000	'39
Per Capita Income Payments	$ 1,183	'47	483	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 7,097,000	'46	2,590,000	'41
Bank Deposits	$324,000,000	'46	169,000,000	'39
Drug Store Sales	$ 6,855,000	'46	3,362,000	'39
Gross Postal Receipts (4)	$ 2,347,000	'46	1,808,000	'39
Total Private Construction	$ 9,600,000	'46	6,400,000	'39
Private Residential Building	$ 2,000,000	'46	2,300,000	'39
Private Nonresidential Building	$ 3,900,000	'46	1,800,000	'39
Farm Construction	$ 1,300,000	'46	1,100,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. †Light delivery trucks included. *State, county and municipal vehicles included.

VERMONT RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Addison	5,760	93.6	5,390	2,000	1,533	542	6,404	12,275
Bennington	7,540	96.7	7,290	3,331	5,679	2,488	14,071	19,593
Caledonia	7,670	95.4	7,320	3,312	3,415	1,613	15,165	23,433
Chittenden	13,990	97.6	13,650	7,535	10,946	5,224	48,479	60,257
Essex	1,750	93.7	1,640	555	1,612	702	648	2,471
Franklin	8,440	96.0	8,100	3,859	3,522	1,336	11,866	21,103
Grand Isle	1,090	95.3	1,020	398	162	57	583	1,572
Lamoille	3,360	94.6	3,180	1,178	1,453	527	6,476	6,525
Orange	5,040	92.7	4,670	2,236	1,430	612	5,477	11,290
Orleans	6,460	95.4	6,160	2,148	2,448	902	8,284	17,460
Rutland	13,920	95.7	13,320	6,145	8,617	3,757	36,030	46,374
Washington	12,010	95.8	11,500	5,785	8,160	3,720	31,681	40,992
Windham	9,050	95.6	8,650	4,473	6,689	2,797	24,180	29,701
Windsor	12,420	95.9	11,910	6,667	10,579	5,454	25,408	35,150

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

Listening Area
VERMONT plus
Northeastern NEW YORK
Lowest Cost Per Listener

The BIG Station
5000 Watts—620 K.C.
WEED & CO.
National Representative
WCAX
BURLINGTON, VT.

VIRGINIA

AM STATIONS

City		Frequency	Power	Network
Alexandria	WPIK	730	1,000-D	
Arlington	WARL	780	1,000-D	
	WEAM	1390	1,000-D	
			CP-5,000	
Blackstone	WKLV	1490	250	MBS
Bristol	WCYB	690	10,000-D	
	WFHG	860	1,000-D	MBS
Charlottesville	WCHV	1240	250	ABC-KBS
Covington	WKEY	1340	250	ABC-KBS
Crewe	WSVS	650	1,000-D	KBS
Danville	WBTM	1330	5,000-LS	ABC
			1,000-N	
	WDVA	1250	5,000-LS	MBS
			1,000-N	
Falls Church	WFAX	1220	250-D	
Farmville	WFLO	870	1,000-D	
Fredericksburg	WFVA	1230	250	ABC-KBS
Front Royal	WFTR	1450	250	
Galax	WBOB	1400	250	MBS
Hampton	*WVEC	1050	250-D	
Harrisonburg	WSVA	550	1,000-D	NBC
Hopewell	*WHLY	1340	250	
Lexington	*WREL	1450	250	
Lynchburg	*WLBW	1230	250	
	WLVA	1230	250	
	CP-590		CP-1,000	ABC
	WWOD	1390	1,000	MBS
Marion	*WMEB	1010	1,000-D	
Martinsville	WMVA	1450	250	NBC-KBS
Newport News	WGH	1340	250	ABC
	CP-1310			
	WHYU	1270	1,000-D	
Norfolk	WCAV	860	1,000-D	
	WLOW	1590	1,000-D	
	*WKAZ	1230	250	
	WTAR	790	5,000	NBC
Norton	WNVA	1450	250	MBS-KBS
Petersburg	WSSV	1240	250	MBS
Portsmouth	WSAP	1490	250	MBS
Pulaski	WPUV	1230	250	MBS-KBS
Richmond	WBBL	1450	250	
			SH	
	WLEE	1450	250	MBS
	WMBG	1380	5,000	NBC
	WRNL	910	5,000	ABC
	WRVA	1140	50,000	CBS
	WXGI	740	1,000-D	
Roanoke	WDBJ	960	5,000	CBS
	WROV	1490	250	MBS
	CP-1240			
	WSLS	1240	250	ABC
	CP-610		CP-1,000	
South Boston	WHLF	1400	250	KBS
Staunton	WTON	1400	250	ABC
Suffolk	WLPM	1450	250	ABC-KBS
Warsaw	*	690	250-D	
Waynesboro	WAYB	1490	250	MBS-KBS
Winchester	WINC	1400	250	ABC-KBS

* Construction Permit.

See page 3 for key to map.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Arlington	WARL-FM	105.5	288	
	WEAM-FM	106.3	292	
Bristol	WCYB-FM	105.3	287	5.6
Crewe	WSVS-FM	104.7	284	12.5
Danville	WBTM-FM	97.9	250	32
Front Royal	WLON	95.1	236	16
Harrisonburg	WSVA-FM	100.7	264	36
Lynchburg	WLVA-FM	97.5	248	3.7
	WWOD-FM	107.9	300	20
Martinsville	WMVA-FM	96.3	242	
Newport News	WGH-FM	96.5	243	38
Norfolk	WTAR-FM	97.3	247	50
	WRVC	102.5	273	6
	WCAV-FM	103.3	277	41
	WARY	105.3	287	7.8
Portsmouth	WVOP	98.9	255	32
	WSAP-FM	99.7	259	49
Richmond	WRVB	94.5	233	25
	WCOD	98.1	251	46.1
	WRNL-FM	102.1	271	43.7
	WLEE-FM	102.9	275	21
	WRMV	106.9	295	15.5
Roanoke	WDBJ-FM	94.9	235	11.8
	WSLS-FM	99.1	256	4.7
	WROV-FM	103.7	279	3
Suffolk	WFFV	106.1	291	3.1
	WLPM-FM	107.7	299	10.2
Winchester	WINC-FM	92.5	223	13.4

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Newport News (see also Norfolk-Portsmouth) 4, 7, 11, 13			
A	Hampton Roads Bcstg. Corp.		7
Norfolk (see also Newport News-Portsmouth)			
A	Commonwealth Bcstg. Corp.		13
A	Beachview Bcstg. Corp.		11
CP	WTAR Radio Corp.		4
Richmond 3, 6, 8, 10			
O	Havens & Martin (WTVR)		6
A-H	Larus & Bro.		10
A-H	Lee Bcstg. Co.		10
A-H	Richmond Radio Corp.		3
A-H	Southern Bcstrs.		8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

YOUR
$DOLLAR$
BUYS
MORE
WITH
"DANVILLE'S FRIENDLY STATION"
WDVA
A MUTUAL STATION
DANVILLE, VIRGINIA
5000 WATTS DAY—1000 WATTS NIGHT
EMERSON J. PRYOR, GEN. MGR.
REP. BY
JOSEPH HERSHEY McGILLVRA, INC.

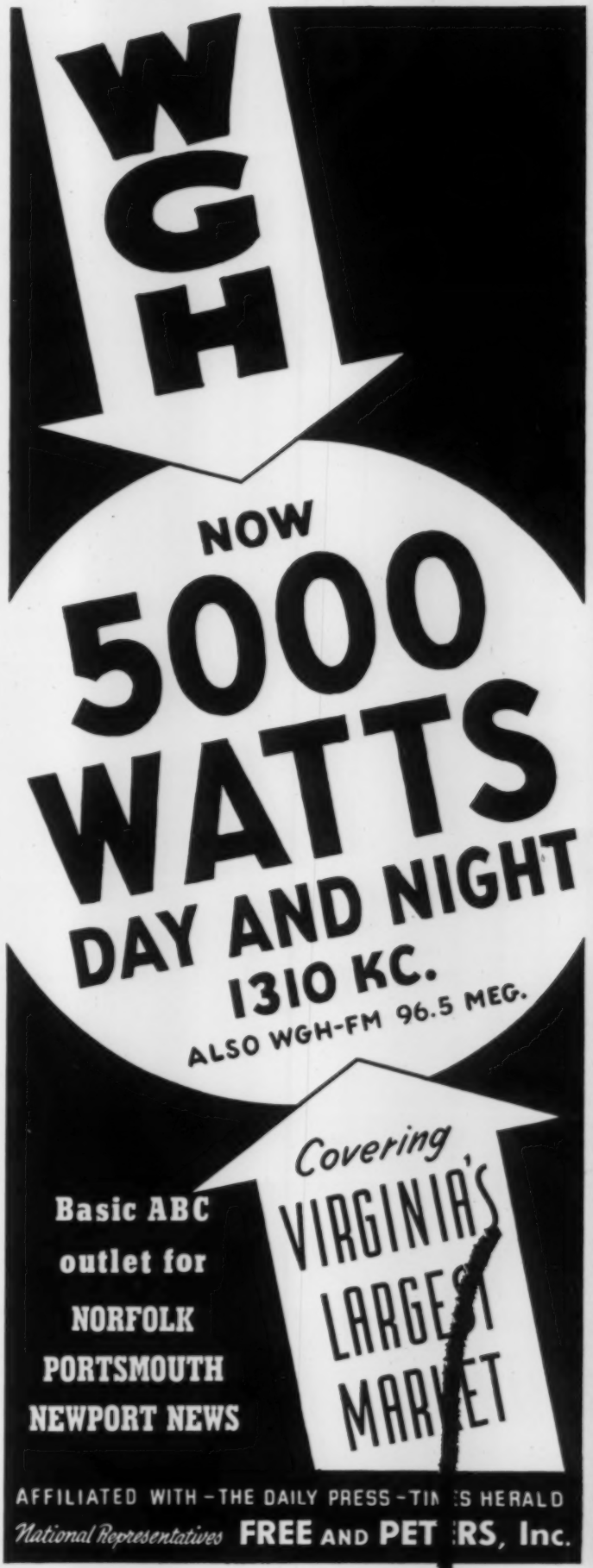
MARKET INDICATORS FOR VIRGINIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,999,000	'47	2,677,773	'40
BMB Families	728,000	'48	724,000	'46
Per Cent Radio	88.9	'48	81.4	'46
Radio Families	646,900	'48	589,000	'46
Number of Business Concerns (1)	32,980	'46	31,273	'39
Domestic Urban Electric Consumers	489,000	'46	328,000	'39
Private & Commercial Passenger Auto Registrations	507,380	'46	390,498†	'39
Business Telephones	159,100	'46	74,600	'39
Residential Telephones	326,500	'46	152,500	'39
Nonagricultural Employment (2)	636,000	'46	515,000	'39
Total Income Payments to Individuals	$2,992,000,000	'47	996,000,000	'39
Per Capita Income Payments	$ 1,064	'47	402	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 84,874,000	'46	18,237,000	'41
Bank Deposits	$1,785,000,000	'46	635,000,000	'39
Drug Store Sales	$ 52,459,000	'46	26,146,000	'39
Gross Postal Receipts (4)	$ 16,239,000	'46	9,250,000	'39
Total Private Construction	$ 167,800,000	'46	83,200,000	'39
Private Residential Building	$ 73,900,000	'46	53,900,000	'39
Private Nonresidential Building	$ 62,200,000	'46	16,000,000	'39
Farm Construction	$ 5,800,000	'46	3,600,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included. † Busses included.

VIRGINIA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Alexandria	Fairfax	10 540	95.9	10 110	
Blackstone	Nottaway	800	83.8	670	
Charlottesville	Albemarle	6 340	89.6	5 680	Con
Covington	Alleghany	1 850	94.1	1 740	
Crewe	Nottaway	610	91.8	560	
Danville	Pittsylvania	10 000	86.0	8 600	Con
Farmville	Prince Edward	1 150	87.8	1 010	
Fredericksburg	Spotsylvania	3 120	96.5	3 010	Con
Front Royal	Warren	1 110	90.1	1 000	
Galax	Grayson	980	91.8	900	
Harrisonburg	Rockingham	2 780	93.5	2 600	
Lynchburg	Campbell	13 750	89.7	12 330	Con
Martinsville	Henry	2 790	86.4	2 410	Con
Newport News	Warwick	11 700	89.1	10 430	Con - Hooper
Norfolk	Norfolk	44 990	91.3	41 080	Con - Hooper
Norton	Wise	1 170	88.0	1 030	
Petersburg	Dinwiddie	9 830	85.0	8 360	Con
Portsmouth	Norfolk	15 910	89.7	14 270	Con - Hooper
Pulaski	Pulaski	2 500	89.6	2 240	Con
Richmond	Henrico	61 260	93.2	57 100	Con - Hooper
Roanoke	Roanoke	21 600	93.8	20 260	Con
Staunton	Augusta	3 500	93.4	3 270	Con
Suffolk	Nansemond	3 580	88.0	3 150	Con
Winchester	Frederick	3 980	94.7	3 770	Con



VIRGINIA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Accomack	9,320	88.4	8,240	1,524	2,306	747	8,618	10,681
Albemarle	12,540	87.3	10,950	232	8,073(8)	2,994(8)	----	(8)44,964
Alleghany	8,110	92.2	7,480	1,298	5,619(9)	2,540(9)	5,417	(9)22,787
Amelia	1,750	78.9	1,380	152	1,435	337	1,209	1,967
Amherst	4,410	85.7	3,780	199	485	149	1,256	4,572
Appomattox	1,920	84.4	1,620	133	513	129	1,699	4,004
Arlington	29,700	97.3	28,900	18,453	20,139(1)	10,206(1)	17,912	(1)95,692
Augusta	15,070	91.0	13,720	2,595	11,794(10)	5,094(10)	8,114	(10)43,234
Bath	1,350	90.4	1,220	1,040	1,021	303	1,465	2,397
Bedford	7,710	84.0	6,480	881	1,953	685	6,295	8,617
Bland	1,600	87.5	1,400	76	238	62	958	942
Botetourt	3,860	89.1	3,440	637	613	211	3,228	4,321
Brunswick	3,920	81.6	3,200	350	1,089	328	3,712	6,496
Buchanan	8,450	85.0	7,180	137	2,948	1,872	2,066	8,395
Buckingham	3,130	79.9	2,500	119	551	153	758	2,549
Campbell	20,400	88.2	17,990	463	22,038(2)	8,726(2)	3,761	(2)66,677
Caroline	1,930	83.9	1,620	363	678	182	2,824	3,921
Carroll	6,030	83.7	5,050	1,553	2,640	930	2,406	5,001
Charles City	1,060	81.1	860	60	375(11)	110(11)	----	540
Charlotte	3,410	79.5	2,710	163	557	128	924	3,172
Chesterfield	10,000	92.8	9,280	341	704	194	638	7,647
Clarke	2,060	90.3	1,860	707	411	146	2,808	4,072
Craig	780	89.7	700	204	109	26	1,035	1,067
Culpeper	3,770	86.7	3,270	1,159	1,384	466	5,740	8,145
Cumberland	1,760	79.5	1,400	54	237	44	----	1,718
Dickenson	5,350	86.2	4,610	74	915	409	1,342	5,278
Dinwiddie	13,040	84.0	10,960	199	10,744(12)	3,945(12)	2,248	(12)37,662
Elizabeth City	9,010	93.8	8,450	231	3,792(13)	1,464(13)	5,131	(13)27,478
Essex	1,700	82.4	1,400	225	725	209	2,443	3,228
Fairfax	11,190	94.7	10,600	5,396	1,330	520	6,130	11,858
Fauquier	5,610	79.0	4,430	1,385	1,357	466	7,522	11,262
Floyd	2,930	83.3	2,440	1,373	462	93	2,755	2,785
Fluvanna	1,330	77.4	1,030	180	454	81	1,151	1,773
Franklin	5,510	83.8	4,620	825	1,347	492	7,226	6,040
Frederick	8,720	92.3	8,050	448	5,130(14)	1,916(14)	811	(14)23,909
Giles	3,530	90.1	3,180	922	4,583	2,200	3,931	5,748
Gloucester	2,030	85.7	1,740	380	582	213	3,200	4,253
Goochland	1,610	81.4	1,310	128	293	96	630	1,357
Grayson	5,670	86.2	4,890	403	2,617	872	7,423	8,312
Greene	930	77.4	720	92	76	13	834	679
Greensville	3,100	82.3	2,550	496	1,698	509	5,518	6,829
Halifax	9,090	80.2	7,290	897	2,822	951	9,657	14,587
Hanover	5,020	84.7	4,250	860	1,264	325	4,512	6,926
Henrico	74,500	93.7	69,840	652	91,465(3)	44,576(3)	----(*)	(3)359,516
Henry	9,610	87.6	8,420	274	11,736(15)	4,475(15)	8,056	(15)23,443
Highland	1,180	89.0	1,050	423	158	23	1,632	789
Isle of Wight	3,020	82.5	2,490	592	980	342	4,492	5,652
James City	2,030	89.7	1,820	35	1,569(16)	489(16)	----	7,771
King & Queen	1,410	80.1	1,130	31	351	73	----	970
King George	1,460	82.9	1,210	27	95	23	744	1,260
King William	2,250	84.9	1,910	457	1,328	552	3,519	4,405
Lancaster	2,520	85.7	2,160	335	784	320	3,691	4,183
Lee	10,410	85.0	8,850	493	2,693	1,528	3,694	9,212
Loudoun	6,180	90.1	5,570	1,745	948	309	10,968	10,376
Louisa	3,160	82.6	2,610	385	937	207	3,382	4,225
Lunenburg	3,110	82.6	2,570	394	1,040	274	3,438	4,793
Madison	2,420	82.6	2,000	283	166	46	1,263	1,800
Mathews	1,980	86.4	1,710	195	883	247	2,514	2,799
Mecklenburg	7,030	83.1	5,840	732	2,478	784	9,740	12,052
Middlesex	1,550	83.2	1,290	152	383	114	1,619	2,605
Montgomery	8,320	90.6	7,540	1,605	4,841(17)	1,788(17)	6,390	(17)14,697
Nansemond	8,630	85.3	7,360	154	6,732(18)	2,263(18)	1,863	(18)24,788
Nelson	3,450	84.1	2,900	280	956	294	1,348	3,865
New Kent	1,080	82.4	890	77	----(11)	----(11)	----	1,897
Norfolk	73,520	90.8	66,790	340	62,963(4)	27,599(4)	2,560	(4)298,412
Northampton	4,530	87.9	3,980	750	1,756	528	6,226	10,514
Northumberland	2,530	86.2	2,180	288	1,006	302	2,421	3,324
Nottoway	3,400	85.0	2,890	817	2,265	978	7,480	8,977
Orange	3,230	87.0	2,810	1,155	1,657	616	6,936	8,755
Page	4,300	88.1	3,790	1,026	1,317	428	3,954	5,721
Patrick	3,540	80.8	2,860	216	614	141	1,924	2,937
Pittsylvania	23,720	86.0	20,400	579	20,491(5)	7,508(5)	5,371	(5)61,104
Powhatan	1,330	81.2	1,080	80	207	41	2,390	1,468
Prince Edward	3,670	82.0	3,010	683	1,785	546	5,992	7,564
Prince George	5,610	90.6	5,080	14	4,824(20)	2,524(20)	629	(20)8,866
Prince William	4,160	88.7	3,690	1,184	800	253	6,617	10,376
Princess Anne	5,610	90.6	5,080	1,535	1,750	481	3,940	8,728
Pulaski	5,600	89.1	4,990	1,465	3,754	1,391	5,670	11,138
Rappahannock	1,790	81.0	1,450	200	97	18	1,114	1,510
Richmond	1,470	83.7	1,230	373	567	194	1,406	2,632
Roanoke	34,190	93.8	32,060	1,180	29,457(6)	12,398(6)	5,380	(6)133,738
Rockbridge	6,890	89.3	6,150	1,553	3,546(21)	1,194(21)	5,654	(21)14,130
Rockingham	11,180	89.8	10,040	2,767	6,668(22)	2,316(22)	6,119	(22)38,046
Russell	6,470	86.6	5,600	450	2,441	1,335	3,315	6,012
Scott	6,450	83.6	5,390	248	528	136	2,645	5,375
Shenandoah	6,390	91.4	5,840	1,676	1,735	519	7,412	9,752
Smyth	7,190	86.9	6,250	1,272	4,239	1,791	6,340	10,250
Southampton	6,230	81.1	5,050	894	2,067	638	9,563	10,695
Spotsylvania	6,160	92.0	5,670	119	5,559(23)	2,378(23)	----	(23)24,353
Stafford	2,410	89.6	2,160	98	180	58	507	1,427
Surry	1,580	83.5	1,320	202	182	38	657	1,746
Sussex	2,610	80.8	2,110	359	1,183	292	5,344	4,502
Tazewell	12,510	91.1	11,400	1,379	7,573	4,032	11,974	25,172
Warren	3,020	89.7	2,710	949	5,440	2,676	4,653	8,782
Warwick	14,450	90.1	13,020	145	22,279(7)	11,790(7)	1,183	(7)59,951
Washington	12,700	87.8	11,150	1,565	8,000(24)	3,216(24)	6,606	(24)26,709

(Continued on page 240)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

LINOLEUM BLOCK PRINT OF VIRGINIA FARM BY CHARLES W. SMITH FOR WRVA

Virginia gobbles up the poultry market!

POULTRY raising in Virginia has risen to the position of one of the Old Dominion's BIGGEST cash-producing agricultural enterprises. Not the least of reasons for this tremendous growth is the State's close proximity to the most densely populated portion of the United States, and the speed with which dressed or live poultry may be moved from Virginia to the large Eastern Seaboard by train or truck. In 1946, the production of commercial broilers, other chickens, eggs, and turkeys totalled $84,353,000 . . . with Virginia holding 3rd place in the United States in the raising of commercial broilers, and 10th in turkeys! Here, indeed, is a market to crow about . . . part of the billon-dollar market that hears and heeds the voice of WRVA . . . 50,000 watts, represented by Radio Sales.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA

VIRGINIA RADIO MARKET DATA BY COUNTIES

(Continued from page 238)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Westmoreland	2,040	82.8	1,690	86	492	153	3,854	3,435
Wise	14,910	87.4	13,030	1,805	7,605	3,840	10,303	27,286
Wythe	5,790	89.5	5,180	1,798	2,592	915	5,541	11,096
York	2,710	88.9	2,410	464	285(19)	130(19)	3,508	2,397

VIRGINIA (Independent Cities)

City	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Alexandria	10,540	95.9	10,110	13,460	----(1)	----(1)	23,269	(1) ----
Bristol	2,840	91.2	2,590	(a)	----(24)	----(24)	9,081	(24) ----
Buena Vista	----	---	----	391	----(21)	----(21)	1,642	(21) ----
Charlottesville	6,340	89.6	5,680	3,941	----(8)	----(8)	20,714	(8) ----
Clifton Forge	----	---	----	1,165	----(9)	----(9)	3,613	(9) ----
Danville	10,000	86.0	8,600	4,173	----(5)	----(5)	24,986	(5) ----
Fredericksburg	3,120	96.5	3,010	1,994	----(23)	----(23)	13,817	(23) ----
Hampton	----	---	----	3,653	----(13)	----(13)	10,715	(13) ----
Harrisonburg	2,780	93.5	2,600	2,501	----(22)	----(22)	11,982	(22) ----
Hopewell	----	---	----	1,212	----(20)	----(20)	2,748	(20) ----
Lynchburg	13,750	89.7	12,330	7,063	----(2)	----(2)	30,368	(2) ----
Martinsville	2,790	86.4	2,410	1,489	----(15)	----(15)	9,244	(15) ----
Newport News	11,700	89.1	10,430	8,677	----(7)	----(7)	38,476	(7) ----
Norfolk City	44,990	91.3	41,080	(b)26,526	----(4)	----(4)	(2)131,654	(4) ----
Petersburg	9,830	85.0	8,360	5,310	----(12)	----(12)	15,795	(12) ----
Portsmouth	15,910	89.7	14,270	8,255	----(4)	----(4)	32,052	(4) ----
Radford	----	---	----	1,323	----(17)	----(17)	4,665	(17) ----
Richmond City	61,260	93.2	57,100	39,152	----(3)	----(3)	228,638	(3) ----
Roanoke City	21,600	93.8	20,260	14,827	----(6)	----(6)	55,253	(6) ----
South Norfolk	----	----	----(2)	----(2)	----(4)	----(4)	----(2)	(4) ----
Staunton	3,500	93.4	3,270	2,989	----(10)	----(10)	12,113	(10) ----
Suffolk	3,580	88.0	3,150	1,932	----(18)	----(18)	15,001	(18) ----
Williamsburg	----	---	----	710	----(16 & 19)	----(16 & 19)	4,427	(16 & 19) ----
Winchester	3,980	94.7	3,770	2,784	----(14)	----(14)	13,128	(14) ----

(*) Included in Richmond City.
(a) Part of Bristol, Tenn. exchange included in Sullivan County.
(b) Norfolk City includes South Norfolk City.

(1) Includes Arlington County & Alexandria City. (2) Includes Campbell County & Lynchburg City. (3) Includes Henrico County & Richmond City. (4) Includes Norfolk County & Norfolk, Portsmouth & South Norfolk Cities. (5) Includes Pittsylvania County & Danville City. (6) Includes Roanoke County & Roanoke City. (7) Includes Warwick County & Newport News City. (8) Includes Albemarle County & Charlottesville City. (9) Includes Alleghany County & Clifton Forge City. (10) Includes Augusta County & Staunton City. (11) Includes Charles City & New Kent County. (12) Includes Dinwiddie County & Petersburg City. (13) Includes Elizabeth City County & Hampton City. (14) Includes Frederick County & Winchester City. (15) Includes Henry County & Martinsville City. (16) Includes James City County & Williamsburg City. (17) Includes Montgomery County & Radford City. (18) Includes Nansemond County & Suffolk City. (19) Includes York County & Part of Williamsburg City. (20) Includes Prince George County & Hopewell City. (21) Includes Rockbridge County & Buena Vista City. (22) Includes Rockingham County & Harrisonburg City. (23) Includes Spotsylvania County & Fredricksburg City. (24) Includes Washington County & Bristol City.

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

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MUTUAL NETWORK
JACK NORFLEET Commercial Mgr.
National Representatives: Burke, Kulpers & Mahoney, Inc. New York Chicago Oklahoma City Atlanta Dallas Los Angeles San Francisco

See page 3 for key to map.

WASHINGTON

AM STATIONS

City		Frequency	Power	Network
Aberdeen	KXRO	1340	250	MBS-KBS
Bellingham	*KPUG	1170	1,000	MBS
	KVOS	790	1,000	ABC-KBS
Bremerton	KBRO	1490	250	
	*KGIB	1540	1,000-D	
Centralia (Chehalis)	KELA	1470	1,000	MBS-KBS
Ellensburg	KXLE	1240	250	
Ephrata	*KULE	730	250-D	
Everett	KRKO	1400	250	MBS-KBS
Kennewick	*KWIE	1230	250	
Kirkland	KRKL	1050	250-D	
Longview	KWLK	1400	250	MBS-KBS
Moses Lake	KSEM	1450	250	KBS
Mount Vernon	KBRC	1430	500-D	
Olympia	KGY	1240	250	MBS-KBS
Omak	KOMW	680	1,000-D	
Pasco	KPKW	1340	250	
Port Angeles	KONP	1450	250	KBS
Pullman	**KWSC	1250	5,000 ST-KTW	
Renton	KXRN	1220	250-D	
Seattle	KING	1090	10,000	
	KIRO	710	50,000	CBS
	KJR	950	5,000	ABC
	KOL	1300	5,000	
	KOMO	1000	50,000	NBC
	KRSC	1150	1,000	
	KTW	1250	1,000 ST-KWSC	
	KXA	770	1,000 L-WJZ	
Spokane	KFIO	1230	250	
	KGA	1510	10,000 CP-50,000	ABC
	KHQ	590	5,000	NBC
	KNEW	1430	5,000	MBS
	KREM	1340	250	
	KXLY	920	5,000	CBS
Tacoma	KMO	1360	5,000	
	KTBI	810	1,000-D	KBS
	KVI	570	5,000	MBS
Vancouver	KVAN	910	1,000	
Walla Walla	KUJ	1420	5,000	MBS
	KWWB	1490	250	KBS
Wenatchee	KPQ	560	1,000	ABC
	KWNW	1340	250	
Yakima	KIMA	1460	500 CP-1,000-D 500-N	CBS
	KIT	1280	1,000	ABC
	KYAK	1400	250	MBS

* Construction Permit.
** Non-Commercial Station.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Longview	KWLK-FM	103.9	280	0.41
Seattle	KING-FM	94.9	235	48
	KRSC-FM	98.1	251	15
	KOMO-FM	98.9	255	14.4
	KIRO-FM	100.7	264	7.7
	KFMU	102.9	275	1.7
Tacoma	KTBI-FM	96.5	243	
	KTNT	97.3	247	8.2
	KTOY	91.7	219	3

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Seattle 2, 5, 7, 11			
A-H	Fishers' Blend Station		2
A-H	KING Bcstg. Co.		7
A	Edward Lasker		7
A-H	Queen City Bcstg. Co.		11
CP	Radio Sales Corp.	(KRSC-TV)	5
A-H	Totem Bcstrs.		7
A-H	20th Century-Fox		11
Tacoma 4, 9, 13			
A	Tele. Tacoma		4

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

WASHINGTON RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Aberdeen	Grays Harbor	6 330	96.8	6 130	Con
Bellingham	Whatcom	10 040	97.9	9 830	Con
Bremerton	Kitsap	10 810	98.9	10 690	
Centralia	Lewis	2 490	97.6	2 430	Con
Chehalis	Lewis	1 560	98.7	1 540	Con
Ellensburg	Kittitas	2 210	97.3	2 150	
Everett	Snohomish	10 820	97.7	10 570	Con
Fullman	Whitman	1 780	98.9	1 760	
Hoquiam	Grays Harbor	3 650	96.4	3 520	Con
Longview	Cowlitz	5 410	98.7	5 340	Con
Mount Vernon	Skagit	1 520	98.7	1 500	
Olympia	Thurston	4 950	98.4	4 870	Con
Omak	Okanogan	1 040	96.2	1 000	
Pasco	Franklin	1 850	95.7	1 770	
Port Angeles	Clallam	3 340	97.3	3 250	Con
Seattle	King	145 230	97.4	141 450	Con - Hooper
Spokane	Spokane	45 420	97.6	44 310	Con - Hooper
Tacoma	Pierce	42 020	98.1	41 220	Con - Hooper
Vancouver	Clark	8 030	98.1	7 880	
Walla Walla	Walla Walla	6 950	97.6	6 780	Con
Wenatchee	Chelan	4 020	97.3	3 910	Con
Yakima	Yakima	10 820	97.4	10 540	Con

KIMA YAKIMA, WASHINGTON

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*Sales Management "Survey of Buying Power," May 1948

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CBS for Central Washington
Represented Nationally by WEED and COMPANY

MARKET INDICATORS FOR WASHINGTON

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	2,357,000	'47	1;736,191	'40
BMB Families	673,000	'48	667,000	'46
Per Cent Radio	97.8	'48	94.5	'46
Radio Families	658,000	'48	630,000	'46
Number of Business Concerns (1)	34,666	'46	35,663	'39
Domestic Urban Electric Consumers	535,000	'46	429,000	'39
Private & Commercial Passenger Auto Registrations	525,964	'46	449,333	'39
Business Telephones	180,700	'46	111,200	'39
Residential Telephones	388,300	'46	186,100	'39
Nonagricultural Employment (2)	530,000	'46	415,000	'39
Total Income Payments to Individuals	$3,289,000,000	'47	1,012,000,000	'39
Per Capita Income Payments	$ 1,395	'47	588	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 76,017,000	'46	19,198,000	'41
Bank Deposits	$2,156,000,000	'46	577,000,000	'39
Drug Store Sales	$ 64,461,000	'46	22,696,000	'39
Gross Postal Receipts (4)	$ 19,683,000	'46	9,655,000	'39
Total Private Construction	$ 170,500,000	'46	47,600,000	'39
Private Residential Building	$ 79,800,000	'46	24,900,000	'39
Private Nonresidential Building	$ 62,800,000	'46	11,400,000	'39
Farm Construction	$ 7,900,000	'46	4,000,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

WASHINGTON RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944. 1,000's	Retail Sales 1947, 1,000's
Adams	2,230	98.2	2,190	823	599	225	7,699	7,472
Asotin	3,450	98.0	3,380	1,312	239	92	1,762	3,788
Benton	3,530	97.7	3,450	1,224	1,851	842	27,366	8,832
Chelan	12,550	97.9	12,290	5,715	5,807	2,781	27,659	48,581
Clallam	8,050	97.1	7,820	3,022	4,660	2,761	8,819	23,011
Clark	21,340	98.3	20,980	6,129	17,263	10,615	50,528	62,296
Columbia	1,750	97.1	1,700	817	483	210	3,848	4,753
Cowlitz	16,270	98.0	15,940	4,798	10,961	2,675	15,878	47,651
Douglas	3,170	98.4	3,120	577	179	67	2,381	4,489
Ferry	1,700	95.3	1,620	114	171	48	----	2,403
Franklin	2,560	96.1	2,460	802	5,191	4,685	7,878	8,211
Garfield	1,290	98.4	1,270	704	201	79	3,697	3,960
Grant	5,340	97.0	5,180	1,132	896	325	4,014	12,412
Grays Harbor	19,430	96.9	18,820	6,919	13,544	7,295	32,419	56,019
Island	1,890	97.9	1,850	835	335	130	2,175	3,446
Jefferson	3,660	97.0	3,550	1,059	1,207	603	2,597	6,983
King	207,960	97.7	203,150	120,948	183,194	105,601	741,958	886,617
Kitsap	21,080	98.7	20,810	8,922	9,402	5,072	34,354	64,852
Kittitas	7,270	97.5	7,090	2,594	2,520	1,405	11,605	23,697
Klickitat	4,180	96.7	4,040	1,260	1,206	518	3,974	9,861
Lewis	15,350	97.7	14,990	4,429	6,016	2,832	20,176	40,278
Lincoln	4,370	98.2	4,290	1,911	818	323	13,661	14,442
Mason	4,220	97.2	4,100	1,121	2,155	1,231	4,461	10,996
Okanogan	9,120	96.6	8,810	1,852	2,074	901	12,287	20,911
Pacific	6,370	97.2	6,190	1,572	2,595	1,343	6,284	15,156
Pend Oreille	2,620	96.6	2,530	300	885	480	1,885	5,544
Pierce	66,890	98.1	65,650	31,912	46,856	28,014	146,363	232,678
San Juan	1,050	97.1	1,020	559	271	123	1,163	2,006
Skagit	13,950	98.1	13,680	6,201	5,787	2,977	21,588	39,051
Skamania	2,090	97.1	2,030	169	382	163	724	2,455
Snohomish	34,790	98.0	34,110	13,120	15,015	8,182	53,006	92,746
Spokane	59,420	97.7	58,040	31,412	39,025	19,365	134,286	248,484
Stevens	6,400	96.6	6,180	1,257	1,348	595	5,198	11,684
Thurston	14,770	98.2	14,510	5,961	7,703	4,009	15,465	42,770
Wahkiakum	1,650	98.2	1,620	484	529	251	1,196	2,337
Walla Walla	11,390	97.7	11,130	5,439	5,167	2,505	32,448	42,284
Whatcom	22,540	98.3	22,150	10,994	10,561	5,385	35,438	62,063
Whitman	9,740	98.6	9,600	5,231	2,341	926	31,574	32,779
Yakima	37,570	97.6	36,660	10,875	14,497	6,972	75,759	116,455

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

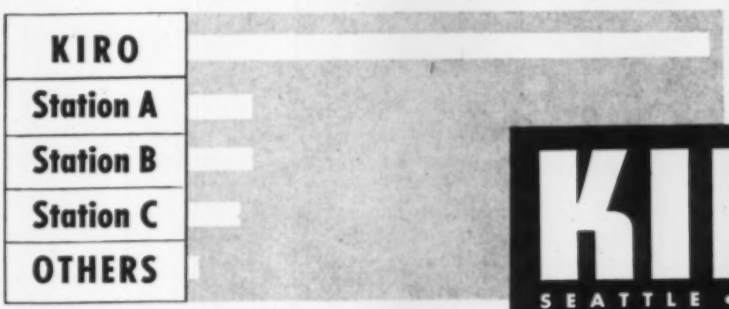
More Farmers Prefer KIRO Than All Other Western Washington Stations Combined!

"Them's FACTS, Son!"

Washington State Grange* Radio Survey Asked...

"What Is the Most Popular Station In Your Area?"

ANSWERS ALSO REVEAL—
KIRO *leads* ALL OTHER SEATTLE STATIONS COMBINED by 172%!



Survey published April 15, 1948, by John L. King, Director of Radio and Research, Washington State Grange, 3104 Western Avenue, Seattle 1, Wash.

*Representing more than 54,000 aggressive farmers in the State of Washington.

KIRO
SEATTLE • TACOMA

REPRESENTED NATIONALLY BY FREE & PETERS

CBS
50,000
WATTS
710 KC

WEST VIRGINIA

AM STATIONS

City		Frequency	Power	Network
Beckley	WJLS	560	1,000-LS 500-N	CBS
	WWNR	1450	250	MBS
Bluefield	WHIS	1440	1,000-LS 500-N CP-5,000-U	NBC
	*WKOY	1240	250	MBS
Charleston	WCAW	1400	250	
	WCHS	580	5,000	CBS
	WGKV	1490	250	NBC
	WKNA	950	1,000	ABC
	WTIP	1240	250	MBS
Clarksburg	WBLK	1400	250	NBC
	WHAR	1340	250	MBS-KBS
	WPDX	750	1,000-D	
Elkins	WDNE	1240	250	MBS-KBS
Fairmont	WMMN	920	5,000	CBS
	WVVW	1490	250	MBS
Huntington	WHTN	800	1,000-D	
	WPLH	1450	250	MBS
	WSAZ	930	5,000-LS 1,000-N	ABC
Logan	WLOG	1230	250	KBS
Martinsburg	WEPM	1340	250	
Montgomery	WMON	1340	250	MBS
Morgantown	WAJR	1230	250	MBS-KBS
Oak Hill	WOAY	860	1,000-D	
Parkersburg	WCOM	1230	250	ABC
	WPAR	1450	250	CBS
Pineville	*WWYO	970	1,000-D	
Princeton	WLOH	1490	250	MBS-KBS
Ronceverte	WRON	1400	250	MBS
Welch	WBRW	1340	250	MBS-KBS
Weston	WHAW	1450	250	MBS
Wheeling	WKWK	1400	250	ABC
	WWVA	1170	50,000	CBS
Williamson	WBTH	1400	250	MBS

* Construction Permit.

See page 3 for key to map.

WEST VIRGINIA RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Beckley	Raleigh	3 220	93.8	3 020	Con
Bluefield	Mercer	6 280	94.4	5 930	Con
Charleston	Kanawha	17 770	94.9	16 860	Con
Clarksburg	Harrison	8 160	96.0	7 830	Con
Elkins	Randolph	2 110	94.8	2 000	
Fairmont	Marion	6 070	95.4	5 790	Con
Huntington	Cabell	20 720	93.4	19 300	Con
Logan	Logan	1 230	95.1	1 170	
Martinsburg	Berkley	4 100	94.6	3 880	Con
Montgomery	Fayette	900	95.6	860	Con
Morgantown	Monongalia	4 670	95.7	4 470	Con
Oak Hill	Fayette	820	95.1	780	
Parkersburg	Wood	8 550	95.4	8 160	Con
Princeton	Mercer	1 880	94.1	1 770	
Ronceverte	Greenbrier	550	92.7	510	
Welch	McDowell	1 470	93.2	1 370	Con
Wheeling	Ohio	16 380	96.4	15 790	Con
Williamson	Mingo	2 000	88.0	1 760	

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Beckley	WWNR-FM	98.1	251	20
	WJLS-FM	99.5	258	31.7
	WCFC	101.3	267	31
Bluefield	WHIS-FM	104.5	283	186
Charleston	WKNA-FM	97.5	248	22
	WGAZ	98.5	253	31
Clarksburg	WPDX-FM	95.1	236	2
	WBLK-FM	101.9	270	12
Fairmont	WVVW	92.3	222	
Huntington	WHTN-FM	100.5	263	53
	WLOG-FM	103.3	277	2.3
	WSAZ-FM	14.5	233	
Logan	WLOG-FM	103.3	277	41
Morgantown	WAJR-FM	99.3	257	1
Oak Hill	WOAY-FM	94.1	231	
Parkersburg	WPAR-FM	106.5	293	23
Wheeling	WKWK-FM	97.3	247	16
	WWVA-FM	98.7	254	15.3

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Charleston 7, 11, 13			
A	Charleston Tele. Inc.		7
A	Charleston Bcstg. Co.		13
Huntington (see also Ashland, Ky.)			5
CP	WSAZ Inc.	(WSAZ-TV)	5
Wheeling (see also Bellaire, Ohio)			12
A-H	W. Va. Bcstg. Corp.		12

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

WEST VIRGINIA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Barbour	4,880	88.9	4,340	525	1,209	499	2,457	5,594
Berkley	8,010	93.1	7,460	2,508	6,069	2,191	11,089	17,175
Boone	6,720	90.2	6,060	706	5,133	3,216	3,354	11,430
Braxton	4,570	84.0	3,840	604	570	158	2,946	4,871
Brooke	6,300	95.9	6,040	1,907	5,823	2,806	5,070	11,143
Cabell	25,270	92.4	23,350	11,948	23,798	11,532	40,352	87,427
Calhoun	2,100	85.7	1,800	572	221	49	1,928	2,549
Clay	3,080	84.7	2,610	117	1,452	789	1,535	3,664
Doddridge	2,160	88.4	1,910	433	347	82	1,549	2,729
Fayette	19,170	93.1	17,850	3,094	17,092	11,084	17,110	43,872
Gilmer	2,210	86.0	1,900	668	288	66	2,016	2,443
Grant	2,100	88.1	1,850	231	530	163	2,664	2,880
Greenbrier	8,780	90.7	7,960	1,799	4,797	2,448	7,857	16,753
Hampshire	2,940	89.1	2,620	797	468	148	2,284	3,861
Hancock	7,370	97.7	7,200	4,623	18,485	10,955	10,942	17,265
Hardy	2,590	86.1	2,230	272	674	201	1,588	2,835
Harrison	21,280	93.4	19,870	9,218	22,493	12,029	33,650	52,224
Jackson	3,730	89.3	3,330	1,205	566	177	4,250	4,615
Jefferson	4,340	92.6	4,020	1,059	1,927	731	4,485	6,665
Kanawha	49,040	93.6	45,910	22,805	57,196	33,198	81,939	162,063

(Continued on page 246)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

All You Need to Know to Cover WESTERN PENNSYLVANIA • VIRGINIA EASTERN OHIO • WEST VIRGINIA

More than eight million people, spending Four and One-Half Billion Dollars Annually in retail sales outlets, make this four-state area one of the nation's most profitable markets; and it is completely covered by WWVA.

These are busy states, which means business for alert advertisers. West Virginia is the nation's leader in the mining of bituminous coal, and coal mining dollars are plentiful. In combination with Eastern Ohio and Western Pennsylvania, more than half of the nation's steel is produced in this compact region. Add to this the potent tobacco market of Virginia, the powerful chemical, glass, clay and lumber industries of the four states, and you have the reasons why this WWVA area provides a market rich in sales potential.

• • •

WWVA's friendly programming has made it a welcome voice in the homes of these four states; WWVA can deliver *your* advertising message to a ready-made, loyal, responsive audience economically with *one* cost, *one* billing. An EDWARD PETRY Man has the details.

A FORT INDUSTRY STATION

WWVA

50,000 WATTS • • CBS • • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

WEST VIRGINIA RADIO MARKET DATA BY COUNTIES

(Continued from page 244)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Lewis	4,990	91.2	4,550	2,015	2,634	1,123	6,558	9,591
Lincoln	4,790	82.0	3,930	56	805	191	2,042	3,027
Logan	15,140	91.3	13,830	1,765	17,282	11,740	9,733	49,432
McDowell	20,430	92.9	18,970	1,471	25,213	15,851	17,633	5,298
Marion	18,180	94.1	17,100	7,457	16,840	8,659	15,580	44,612
Marshall	9,170	93.0	8,530	3,141	6,701	2,938	8,234	14,792
Mason	4,880	86.5	4,220	1,123	2,097	924	3,490	5,248
Mercer	16,230	92.7	15,040	4,868	12,112	6,036	29,123	42,181
Mineral	5,450	92.8	5,060	1,514	1,429	598	6,001	9,967
Mingo	9,120	87.7	8,000	1,134	6,274	3,951	10,426	21,020
Monogalia	14,600	93.2	13,600	5,371	10,885	5,858	15,930	34,503
Monroe	2,880	89.2	2,570	362	364	83	3,023	2,880
Morgan	2,110	93.4	1,970	441	1,031	382	1,102	2,503
Nicholas	5,210	86.2	4,490	448	3,110	1,552	3,710	5,896
Ohio	19,780	96.3	19,050	10,973	24,977	12,109	52,862	85,736
Pendleton	2,200	87.3	1,920	380	488	170	804	2,503
Pleasants	1,640	94.5	1,550	770	794	315	2,609	3,151
Pocahontas	3,020	88.1	2,660	489	1,233	531	2,637	4,674
Preston	7,690	89.9	6,910	1,821	3,133	1,420	5,030	8,701
Putnam	3,980	88.7	3,530	757	1,500	795	1,599	5,519
Raleigh	18,890	93.4	17,650	3,199	16,843	10,438	19,757	53,598
Randolph	7,310	91.1	6,660	1,605	3,789	1,787	7,531	15,350
Ritchie	3,470	89.6	3,110	1,196	966	248	2,619	4,765
Roane	4,220	86.5	3,650	1,937	1,034	361	5,446	5,730
Summers	4,210	88.1	3,710	1,078	961	331	5,635	7,102
Taylor	5,080	91.1	4,630	1,882	2,299	1,063	3,312	8,414
Tucker	3,010	91.4	2,750	269	1,225	571	2,918	4,433
Tyler	2,990	90.0	2,690	879	626	190	4,725	4,976
Upshur	4,520	88.3	3,990	915	1,210	426	4,321	6,529
Wayne	7,710	87.0	6,710	600	2,204	929	3,557	5,609
Webster	3,930	87.5	3,440	371	2,670	1,502	1,204	5,112
Wetzel	5,230	89.3	4,670	2,116	2,981	1,237	4,021	8,715
Wirt	1,330	85.7	1,140	199	124	38	663	1,162
Wood	16,800	94.6	15,890	8,187	15,544	7,173	24,038	46,515
Wyoming	6,270	90.6	5,680	532	4,416	2,897	2,214	12,862

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

LOOK *before you*

LEAP!

Your CBS program

MAY reach

Southern West Virginia

BUT the audience

Listens

To . . .

WJLS-FM *Bonus*

WJLS CBS

BECKLEY 560 KC

MARKET INDICATORS FOR WEST VIRGINIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	1,882,000	'47	1,901,974	'40
BMB Families	453,100	'48	451,000	'46
Per Cent Radio	91.8	'48	85.8	'46
Radio Families	416,000	'48	387,000	'46
Number of Business Concerns (1)	21,443	'46	21,351	'39
Domestic Urban Electric Consumers	310,000	'46	219,000	'39
Private & Commercial Passenger Auto Registrations	258,874	'46	237,189	'39
Business Telephones	75,600	'46	52,100	'39
Residential Telephones	186,300	'46	95,400	'39
Nonagricultural Employment (2)	406,000	'46	365,000	'39
Total Income Payments to Individuals	$1,940,000,000	'47	714,000,000	'39
Per Capita Income Payments	$ 1,031	'47	378	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 48,363,000	'46	9,136,000	'41
Bank Deposits	$ 855,000,000	'46	297,000,000	'39
Drug Store Sales	$ 29,665,000	'46	12,889,000	'39
Gross Postal Receipts (4)	$ 7,699,000	'46	4,921,000	'39
Total Private Construction	$ 69,600,000	'46	39,200,000	'39
Private Residential Building	$ 20,800,000	'46	18,800,000	'39
Private Nonresidential Building	$ 27,300,000	'46	8,400,000	'39
Farm Construction	$ 1,400,000	'46	1,100,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

See page 3 for key to map.

AM STATIONS

City		Frequency	Power	Network
Antigo	WATK	900	250-D	
	*WATJ	1050	250-D	
Appleton	WHBY	1230	250	MBS-KBS
Ashland	WATW	1400	250	MBS-KBS
Beloit	*WBEL	1380	500-D	
	*WGEZ	1490	100	
Duluth	WREX	1080	10,000-LS 5,000-N	
Eau Claire (Dallas)	WBIZ	1400	250	MBS
	WEAU	790	5,000	NBC
	*WRFW	1050	1,000-D	
Fond Du Lac	KFIZ	1450	250	MBS
Green Bay	WDUZ	1400	250	ABC
	WJPG	810	1,000-D	
	WTAQ	1360	5,000	CBS
Janesville	WCLO	1230	250	MBS-KBS
Kenosha	WLIP	1050	250-D	
La Crosse	WKBH	1410	5,000	NBC
	WLCX	1490	250	ABC
	WKTY	580	1,000	MBS
Ladysmith	*WLDY	1340	250	
Madison	**WHA	970	5,000-D	
	WIBA	1310	5,000	NBC
	*WISC	1480	1,000	ABC
	WKOW	1070	10,000-LS 5,000-N	MBS
Manitowoc	WOMT	1240	250	MBS-KBS
Marinette	WMAM	570	250-LS 100-N	NBC
Marshfield	WDLB	1450	250	KBS
Medford	WIGM	1490	250	MBS-KBS
Merrill	*WLIN	730	1,000-D	
Milwaukee	WEMP	1340	250	ABC
	WEXT	1430	1,000-D	
	WFOX	860	250-D	
	WISN	1150	5,000	CBS
	WMAW	1250	5,000	
	WMLO	1290	1,000-D	
	WTMJ	620	5,000	NBC
Neenah	WNAM	1280	1,000-D	
Oshkosh	WOSH	1490	250	ABC
Pelican	WOBT	1240	250	
Poynette	WIBU	1240	250	MBS-KBS
Racine	WRJN	1400	250	ABC-KBS
Rhinelander	WOBT	1240	250	MBS-KBS
Rice Lake	WJMC	1240	250	MBS
Shawano	*WTCH	960	1,000-D	
Sheboygan	WHBL	1330	1,000-LS 250-N	ABC
Sparta	*WJBA	990	250-D	
Stevens Point	**WLBL	930	5,000-D	
	*WTWT	1010	250-D	
Superior	WDSM	1230	250	ABC
	WSBR	1490	250	KBS
Waukesha	WAUX	1510	250-D	
Wausau	WSAU	1400	250	CBS
Wisconsin Rapids	WFHR	1340	250	MBS

* Construction Permit.
** Non-Commercial Station.

TV STATIONS

Status	City and Applicant	Call Letters	Channel No.
Madison 9			
A-H	Badger Bcstg. Co.		9
A-H	Radio Wisconsin		9
A-H	Monona Bcstg. Co.		9
Milwaukee 3, 6, 8, 10			
A-H	Hearst Radio		10
O	Journal Co.	(WTMJ-TV)	3
A-H	Milwaukee Bcstg. Co.		6
A-H	Wisconsin Bcstg. System		8

Available channels follow name of city; CP indicates construction permit; O special temporary authority; A means applicant; H indicates hearing.

The BIG Independent Station in Milwaukee and the Middlewest

860 KC

Center of the dial. WFOX's mail pull in Milwaukee and Wisconsin clearly proves our coverage and acceptance is exceptionally high among all independent stations.

MILWAUKEE

JUNE-JULY, 1948 HOOPER
STATION LISTENING INDEX
Weekday Afternoon, Mon.-Fri.
12 Noon to 6 PM

WFOX	13.2%	Sta. D	7.2
Station A	27.0	Sta. E	4.3
Station B	11.9	Sta. F	1.9
Station C	11.5		

Charles J. Lanphier,
President

Joseph Hershey McGillvra,
National Representative

MARKET INDICATORS FOR WISCONSIN

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	3,247,000	'47	3,137,587	'40
BMB Families	910,400	'48	852,000	'46
Per Cent Radio	97.6	'48	95.5	'46
Radio Families	888,800	'48	814,000	'46
Number of Business Concerns (1)	62,619	'46	62,167	'39
Domestic Urban Electric Consumers	722,000	'46	590,000	'39
Private & Commercial Passenger Auto Registrations	744,911	'46	705,135	'39
Business Telphones	208,600	'46	131,800	'39
Residential Telephones	575,400	'46	251,800	'39
Nonagricultural Employment (2)	769,000	'46	620,000	'39
Total Income Payments to Individuals	$4,341,000,000	'47	1,514,000,000	'39
Per Capita Income Payments	$ 1,337	'47	485	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 107,664,000	'46	26,229,000	'41
Bank Deposits	$2,840,000,000	'46	960,000,000	'39
Drug Store Sales	$ 84,931,000	'46	34,476,000	'39
Gross Postal Receipts (4)	$ 23,000,000	'46	15,396,000	'39
Total Private Construction	$ 171,900,000	'46	73,600,000	'39
Private Residential Building	$ 62,300,000	'46	40,400,000	'39
Private Nonresidential Building	$ 82,300,000	'46	14,700,000	'39
Farm Construction	$ 12,700,000	'46	8,300,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

WISCONSIN RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adams	2,160	94.0	2,030	512	229	65	1,122	2,957
Ashland	6,020	95.8	5,770	1,871	2,426	970	6,287	19,252
Barron	9,790	96.4	9,440	4,548	3,283	1,198	12,987	26,074
Bayfield	4,230	95.5	4,040	1,142	976	385	2,517	7,889
Brown	23,140	97.9	22,660	13,194	19,610	9,790	53,098	102,568
Buffalo	4,470	96.4	4,310	2,385	868	277	5,219	8,585
Burnett	2,700	95.2	2,570	1,117	526	166	2,112	5,094
Calumet	4,840	97.9	4,740	1,943	2,341	1,050	8,431	11,791
Chippewa	10,700	96.1	10,280	4,118	4,248	1,814	16,233	30,384
Clark	9,040	94.9	8,580	2,559	2,306	888	12,259	20,339
Columbia	9,700	97.4	9,450	6,084	3,981	1,480	21,685	29,708
Crawford	4,970	96.2	4,780	2,109	1,222	401	5,356	9,511
Dane	39,500	98.7	39,000	28,231	33,647	15,418	96,566	173,553
Dodge	15,440	97.9	15,110	6,731	7,944	3,523	27,851	37,455
Door	5,770	96.7	5,580	2,256	2,124	929	8,027	15,869
Douglas	13,530	97.0	13,130	7,308	6,605	3,057	20,289	45,977
Dunn	7,470	96.3	7,190	2,749	2,119	920	10,603	17,044
Eau Claire	14,120	97.1	13,710	8,351	13,534	7,618	23,508	49,745
Florence	1,150	95.7	1,100	88	149	36	379	1,835
Fond du Lac	18,500	97.9	18,120	10,932	11,764	5,121	35,301	60,978
Forest	2,890	95.2	2,750	350	897	434	1,933	6,163
Grant	11,910	96.2	11,460	7,891	2,872	946	22,444	30,973
Green	7,240	97.4	7,050	4,346	2,772	1,009	20,281	23,350

(Continued on page 249)

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

Mr. Time Buyer

In Southern Wisconsin
the FIRST MARKET NORTH of CHICAGO
is

KENOSHA

the Home of

WLIP

with a total primary area population of

1,126,189

The Kenosha County estimated industrial payroll

$41,000,000.00

HERE'S THE BONUS
Coverage of
Milwaukee, Wisconsin's LARGEST CITY
MORE COVERAGE for LESS MONEY

WLIP is the only media in Kenosha that gives regional and local news seven days a week.

(clear channel)

1050 kc KENOSHA **WLIP** 250 watts WISCONSIN

National Representatives

J. P. McKinney, New York, Chicago, San Francisco

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Beloit	WBNB	107.3	297	8.7
Chiloton	WHKW	89.9	210	34
Delafield	WHAD	90.7	214	52
Eau Clair	WEAU-FM	94.1	231	50
Green Bay	WJPG-FM	101.1	266	14.4
	WTAQ-FM	102.5	273	14
Greenfield	WWCF	94.9	235	37
Janesville	WCLO-FM	99.9	260	20
LaCrosse	WKBH-FM	93.1	226	76
Madison	WFOW	104.9	285	
	WIBA-FM	101.5	268	207
	WHA-FM	91.5	218	9.3
Marshfield	WDLB-FM	103.9	280	1
Merrill	WLIN	100.7	264	21
Milwaukee	WTMJ-FM	93.3	227	349
	WEMP-FM	94.1	231	35
	WMIL	95.7	239	29
	WMAW-FM	102.1	271	31
	WISN-FM	102.9	275	310
Neenah	WNAM-FM	98.5	253	9.4
Oshkosh	WOSH-FM	92.9	225	3.5
Rachine	WRJN-FM	100.7	264	15
Rice Lake	WJMC-FM	96.3	242	4.4
Sheboygan	WHBL-FM	100.3	262	15
Waukesha	WAUX-FM	95.3	237	0.190
Wausau	WHSF	89.1	206	34
	WSAU-FM	95.5	238	46
	WRAI	97.9	250	76
	WVOW	104.7	284	32
Wisconsin Rapids	WFHR-FM	103.3	277	2.1

WISCONSIN RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Appleton	Outagamie	8 650	98.7	8 540	Con
Ashland	Ashland	3 250	96.9	3 150	Con
Beaver Dam	Dodge	3 310	98.2	3 250	
Beloit	Rock	8 200	98.3	8 060	
Chippewa Falls	Chippewa	3 150	97.1	3 060	Con
Eau Claire	Eau Claire	9 460	98.1	9 280	Con
Fond du Lac	Fond du Lac	8 330	98.7	8 220	Con
Green Bay	Brown	13 480	98.3	13 250	Con
Greendale	Milwaukee	650	98.5	640	
Janesville	Rock	7 160	98.7	7 070	Con
Kenosha	Kenosha	14 390	99.1	14 260	Con
La Crosse	La Crosse	13 090	98.5	12 890	Con
Madison	Dane	21 360	99.2	21 190	Con
Manitowoc	Manitowoc	7 380	98.9	7 300	Con
Marinette	Marinette	4 220	97.9	4 130	Con
Marshfield	Wood	2 900	97.2	2 820	Con
Medford	Taylor	750	97.3	730	
Menasha	Winnebago	3 010	99.0	2 980	Con
Merrill	Lincoln	2 660	97.0	2 580	
Milwaukee	Milwaukee	182 500	98.7	180 130	Con - Hooper
Neenah	Winnebago	3 290	99.1	3 260	Con
Oshkosh	Winnebago	12 290	98.0	12 050	Con
Poynette	Columbia	310	90.3	280	
Racine	Racine	20 340	99.1	20 160	Con
Rhinelander	Oneida	2 550	96.9	2 470	
Rice Lake	Barrow	1 770	96.6	1 710	
Sheboygan	Sheboygan	12 310	98.7	12 150	Con
Stevens Point	Portage	4 310	97.2	4 190	Con
Superior	Douglas	10 710	97.9	10 480	Hooper
Two Rivers	Manitowoc	2 950	99.3	2 930	
Watertown	Jefferson	3 550	97.7	3 470	
Waukesha	Waukesha	5 460	99.1	5 410	
Wausau	Marathon	8 040	98.3	7 900	Con
Wauwatosa	Milwaukee	8 030	99.6	8 000	
West Allis	Milwaukee	10 630	99.6	10 590	
Wisconsin Rapids	Wood	3 440	98.0	3 370	Con

WISCONSIN RADIO MARKET DATA BY COUNTIES

(Continued from page 248)

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Green Lake	4,530	96.5	4,370	1,924	2,131	765	10,601	12,539
Iowa	6,040	96.4	5,820	3,038	1,055	314	10,682	11,185
Iron	2,610	96.6	2,520	499	1,040	599	1,397	6,590
Jackson	4,480	94.4	4,230	1,783	1,098	351	5,029	10,331
Jefferson	12,180	98.1	11,950	7,505	7,318	3,381	26,952	41,481
Juneau	5,330	95.3	5,080	2,287	1,068	352	6,057	11,612
Kenosha	18,560	99.0	18,380	10,468	18,699	10,894	33,197	66,607
Kewaunee	4,870	96.5	4,700	2,446	2,078	906	10,684	9,867
La Crosse	17,840	98.0	17,480	10,557	15,878	7,463	29,628	65,845
Lafayette	5,560	96.8	5,380	2,841	1,083	391	13,826	12,147
Langlade	6,090	97.2	5,920	2,034	2,467	932	6,974	19,110
Lincoln	6,180	95.1	5,880	2,464	3,072	1,274	7,858	16,330
Manitowoc	17,750	98.4	17,460	10,153	14,392	6,669	37,245	60,054
Marathon	19,830	96.6	19,160	6,783	13,268	6,406	28,835	58,164
Marinette	9,810	96.6	9,480	3,080	5,909	2,596	15,232	27,695
Marquette	2,800	95.7	2,680	1,207	420	144	3,309	5,236
Milwaukee	232,410	98.7	229,490	128,647	290,046	162,196	621,161	1,020,364
Monroe	7,800	94.7	7,390	3,835	2,249	808	12,025	20,767
Oconto	7,320	96.2	7,040	1,823	2,077	719	5,623	13,239
Oneida	5,440	95.6	5,200	2,448	2,869	1,383	6,982	21,266
Outagamie	19,760	98.2	19,400	11,049	16,646	7,897	38,568	75,362
Ozaukee	5,650	98.2	5,550	2,525	3,856	1,990	11,678	17,223
Pepin	2,080	96.2	2,000	1,081	557	174	2,871	5,593
Pierce	6,100	96.4	5,880	3,184	1,426	513	8,538	15,798
Polk	7,320	96.7	7,080	4,055	1,975	625	8,667	16,742
Portage	9,030	95.9	8,660	3,301	5,190	2,226	12,932	25,291
Price	4,880	94.7	4,620	1,398	1,401	615	4,369	12,218
Racine	27,700	99.0	27,420	17,854	29,037	16,875	71,851	102,255
Richland	5,890	95.9	5,650	2,235	1,180	407	7,061	11,773
Rock	24,960	98.1	24,490	15,691	20,114	10,314	54,817	95,376
Rusk	4,590	95.2	4,370	1,113	1,105	419	3,973	11,007
St. Croix	7,100	97.6	6,930	3,610	1,870	689	8,811	17,971
Sauk	10,250	96.5	9,890	5,461	4,508	2,022	21,249	29,262
Sawyer	3,000	94.0	2,820	803	579	159	2,213	7,730
Shawano	9,340	95.9	8,960	2,768	2,659	998	12,167	20,695
Sheboygan	22,540	98.5	22,210	12,896	19,621	9,725	52,503	75,675
Taylor	5,020	94.2	4,730	1,363	1,678	673	4,141	9,582
Trempealeau	6,750	95.9	6,470	3,945	1,663	510	9,429	14,800
Vernon	8,430	95.3	8,030	5,320	1,856	589	10,772	15,656
Vilas	2,490	95.2	2,370	605	721	280	1,649	9,760
Walworth	10,700	98.1	10,500	6,855	5,811	2,376	21,858	39,877
Washburn	3,280	96.0	3,150	1,118	757	215	2,649	8,050
Washington	8,150	98.0	7,990	4,211	6,062	2,835	18,143	22,334
Waukesha	17,480	99.0	17,300	10,226	10,897	5,781	35,944	56,993
Waupaca	10,080	96.6	9,740	5,644	5,200	2,168	17,346	27,001
Waushara	4,060	95.8	3,890	1,152	643	176	4,127	7,944
Winnebago	24,400	98.2	23,960	14,613	25,243	13,240	53,110	87,245
Wood	12,660	97.0	12,280	7,615	10,083	5,290	21,097	40,287

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

NO. 1 STATION

IN AMERICA'S DAIRYLAND
9 COUNTY COVERAGE

WISCONSIN
Rock, Walworth, Jefferson, Dane and Green Counties.

ILLINOIS
Boone, McHenry, Stephenson and Winnebago Counties.

Urban and Farm	Primary	Secondary	Total
	(Sales expressed in thousands)		
Population †	223,500	109,600	333,100
Families †	60,400	29,700	90,100
Radio Homes †	56,970	30,400	87,370
Total Retail Stores	3,492	1,252	4,744
Total Retail Sales *	$230,760	$83,400	$314,160
Total Food Stores	774	252	1,026
Total Food Sales *	$ 67,895	$24,442	$ 92,337
Total Drug Stores	100	38	138
Total Drug Sales *	$ 6,142	$ 2,205	$ 8,347

* 1948 Sales Management. † 1946 BMB Radio Families U.S.A.

Conlan Survey • Janesville, Wis.
February 15 through 21, 1948

	WCLO	Sta. 'A' 50KW	Sta. 'B' 50KW	Sta. 'C' 50KW	Sta. 'D' 50KW
Morning 8 A.M.-12 Noon	41.4%	8.3%	10.7%	11.9%	12.2%
Afternoon 12—6:00 P.M.	39.4%	16.0%	12.2%	10.5%	6.6%
Evening 6—10:30 P.M.	28.7%	24.0%	13.5%	13.6%	9.5%

Basic calls 8450—Listening Homes 2046

Place your schedule with the No. 1 station!
18 years service—same management.

WCLO, Affiliated MBS and Wis. Network
JANESVILLE, WISCONSIN

1230 K.C.

Vern Williams, Manager
Represented by Rambeau

MUTUAL

WGEZ

A NEW AND FULL TIME NETWORK STATION IN AN IMPORTANT MARKET

FACTS ABOUT THIS MARKET

Urban and Farm

	Primary Market
Population §	101,476
Families §	28,190
Radio Homes x	27,626
Total Retail Sales *	$110,202,936
Total Food Sales *	29,022,136
Total Drug Sales *	2,638,376
Total General Merchandise *	9,082,102
Per Capita Retail Sales *	1,086

§ U. S. Bureau of Census x Broadcast Measurement Bureau
* Sales Management Survey of Buying Power

Home of

FAIRBANKS, MORSE AND CO.
YATES AMERICAN MACHINE CO.
WARNER ELECTRIC BRAKE MFG. CO.
BELOIT IRON WORKS
TAYLOR FREEZER CORP.
GARDNER MACHINE CO.
AND MANY MORE IMPORTANT INDUSTRIES

AN IMPORTANT MARKET

BELOIT BROADCASTING COMPANY
BELOIT, WIS., Affiliate MBS and Wisconsin Network
OWNED AND OPERATED BY SIDNEY H. BLISS

Stanley Gardner, Manager
Represented by Rambeau

1490 K.C.

WYOMING

AM STATIONS

City		Frequency	Power	Network
Casper	KDFN	1470	1,000	MBS-KBS
	KVOC	1230	250	ABC
Cheyenne	KFBC	1240	250	ABC
Cody	KODI	1400	250	MBS
Laramie	KOWB	1340	250	MBS
Lander	*WLNJ	1230	250	
Powell	KPOW	1260	1,000	MBS-KBS
Rawlins	KRAL	1240	250	ABC-KBS
Riverton	*KWRL	1450	250	
Rock-Springs	KVRS	1360	1,000-LS	MBS-KBS
			500-N	
Sheridan	KWYO	1410	1,000-LS	MBS-KBS
			500-N	
Worland	KWOR	1490	250	KBS

* Construction Permit.

FM STATIONS

City	Call Letters	Frequency (Mc)	Channel (No.)	Power (Kw)
Cheyenne	KFBA	101.1	266	9.5

See page 3 for key to map.

MARKET INDICATORS FOR WYOMING

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population (1947 Estimates)	265,000	'47	250,742	'40
BMB Families	73,500	'48	73,100	'46
Per Cent Radio	97.0	'48	91.4	'46
Radio Families	71,300	'48	66,800	'46
Number of Business Concerns (1)	4,418	'46	4,521	'39
Domestic Urban Electric Consumers	50,000	'46	38,000	'39
Private & Commercial Passenger Auto Registrations	66,812	'46	64,836	'39
Business Telephones	18,400	'46	12,300	'39
Residential Telephones	37,000	'46	19,300	'39
Nonagricultural Employment (2)	62,000	'46	54,000	'39
Total Income Payments to Individuals	$390,000,000	'47	141,000,000	'39
Per Capita Income Payments	$ 1,472	'47	567	'39
Sales of U. S. Savings Bonds (Series E) (3)	$ 9,572,000	'46	2,517,000	'41
Bank Deposits	$228,000,000	'46	70,000,000	'39
Drug Store Sales	$ 9,382,000	'46	4,214,000	'39

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Gross Postal Receipts (4)	$ 1,681,000	'46	1,176,000	'39
Total Private Construction	$ 12,700,000	'46	12,500,000	'39
Private Residential Building	$ 3,900,000	'46	3,600,000	'39
Private Nonresidential Building	$ 2,700,000	'46	1,800,000	'39
Farm Construction	$ 1,600,000	'46	1,300,000	'39

(1) Not included are banks, financial enterprises, insurance and real estate companies, railroads, amusements and many small one-man services. (2) Includes all wage and salaried workers in nonagricultural establishments. Does not include proprietors of unincorporated businesses, self-employed persons, domestics employed in private homes, vessel employes and public emergency employes. (3) Sales of this series of bonds commenced in May 1941. (4) Revenues from money-order business, postal savings and certain miscellaneous items not included.

WYOMING RADIO MARKETS BY CITIES

City	County	1948 Total Families	Per Cent Radio 1948	1948 Radio Families	Surveys Available
Casper	Natrona	5 800	96.7	5 610	Con
Cheyenne	Laramie	6 580	98.3	6 470	Con
Cody	Park	770	96.1	740	
Laramie	Albany	3 220	97.5	3 140	
Powell	Park	680	98.5	670	
Rawlins	Carbon	1 580	95.6	1 510	
Rock Springs	Sweetwater	----	----	----	Con
Sheridan	Sheridan	3 300	97.6	3 220	Con
Worland	Washakie	720	94.4	680	

WYOMING RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Albany	4,140	96.9	4,010	2,363	2,687	1,257	8,779	16,978
Big Horn	3,670	97.3	3,570	983	1,140	492	4,072	8,895
Cambell	1,600	97.5	1,560	271	327	103	2,574	4,269
Carbon	4,020	95.8	3,850	1,381	1,770	907	8,044	15,298
Converse	2,000	97.5	1,950	476	646	255	3,872	5,787
Crook	1,530	95.4	1,460	166	190	60	1,600	2,198
Fremont	4,450	94.8	4,220	827	1,092	405	5,021	11,964
Goshen	3,310	97.6	3,230	483	903	297	4,855	7,616
Hot Springs	1,710	97.1	1,660	293	593	261	1,741	3,759
Johnson	1,510	96.7	1,460	412	279	85	2,706	3,872
Larmie	8,760	98.2	8,600	6,171	7,480	3,555	20,027	40,013
Lincoln	3,140	98.1	3,080	745	879	482	4,174	7,191
Natrona	7,730	97.0	7,500	3,798	4,741	2,338	17,823	33,040
Niobrara	1,890	97.4	1,840	383	951	594	1,400	5,376
Park	3,240	96.6	3,130	1,267	1,541	691	6,465	14,916
Platte	2,370	96.6	2,290	451	656	294	3,312	6,538
Sheridan	5,650	97.3	5,500	2,321	2,522	1,199	9,856	22,222
Sublette	900	96.7	870	143	114	43	1,129	1,957
Sweetwater	5,960	97.1	5,790	1,881	4,840	3,378	11,582	22,069
Teton	760	96.1	730	223	254	81	1,070	2,652
Uinta	1,910	96.9	1,850	848	641	236	4,482	6,666
Washakie	1,450	96.6	1,400	458	482	189	3,829	5,773
Weston	1,560	96.8	1,510	386	452	193	1,672	4,084
Yellowstone National Park	240	----	240	----	----	----	----	----

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

MARKET DATA FOR CANADA

ALBERTA

Alberta# is fourth largest Canadian province in area, and is grouped as one of the three Prairie Provinces.

Employment statistics at June 1, 1948, for industries employing 15 or more people:

	Number Employed	Weekly Payroll
Alberta Province	82,357	$3,354,756
Calgary	21,805	822,657
Edmonton	20,170	732,874

Telephone Statistics for 1946: (Cities over 10,000 population).

	Total Phones	Business Phones	Residence Phones
Alberta Province	96,804	34,297	62,507
Calgary	26,354	10,284	16,070
Edmonton	26,070	10,546	15,524
Lethbridge	3,353	1,465	1,888
Medicine Hat	2,218	792	1,426

Telephones in 1947, for estimated population of 830,000, totalled 102,214, or 12.3 per 100 persons.

Retail sales for 1946 amounted to $383,806,000, for Alberta. Preliminary estimates for 1947, without automobiles and building materials groups, is bulked with that of Saskatchewan and Alberta, and for Prairie Provinces is up 9%. In the first half of 1948, retail sales for Prairie Provinces is up 9% over first half of 1947.

#Statistics Source: Dominion Bureau of Statistics, Ottawa.

AM STATIONS

City		Frequency	Power	Network
Calgary	CFAC	960	5,000	
	CFCN	1060	10,000	
	CJCJ	1140	1,000	
Edmonton	*CBX	1010	50,000	
	CFRN	1260	5,000	
	**CKUA	580	1,000	
	CJCA	930	5,000	
Grande Prairie	CFGP	1050	1,000	
Lethbridge	CJOC	1220	5,000	
Medicine Hat	CHAT	1270	1,000	

* Construction Permit.
** Non-Commercial Station.

ALBERTA† MARKET DATA

Census Sub-Division *City	Population	Households	Per Cent Radio	Radio Homes
ALBERTA				
TOTAL	**797,700**	**220,940**	**91.5**	**202,269**
1	31,300	8,640	92.7	8,010
1-A	5,850	1,620	92.0	1,490
1-B	25,450	7,020	92.9	6,520
*Medicine Hat	11,180	3,090	95.9	2,960
2	59,900	16,860	92.1	15,530
2-A	45,260	12,740	92.0	11,720
*Lethbridge	14,950	4,210	94.0	3,960
2-B	14,640	4,120	92.5	3,810
3	14,900	4,290	92.3	3,960
3-A	5,560	1,600	91.9	1,470
3-B	9,340	2,690	92.6	2,490
4	27,600	8,500	92.7	7,880
4-A	10,690	3,290	93.0	3,060
4-B	16,910	5,210	92.5	4,820
5	18,000	5,270	93.7	4,940
5-A	5,930	1,740	94.8	1,650
5-B	12,070	3,530	93.2	3,290
6	157,000	47,150	95.0	44,810
6-A	10,320	3,100	92.6	2,870
6-B	106,060	31,850	96.1	30,620
*Calgary	94,960	28,520	96.9	27,640
6-C	19,650	5,900	92.7	5,470
6-D	20,970	6,300	92.9	5,850
7	28,900	8,290	92.2	7,640
7-A	13,400	3,840	92.2	3,540
7-B	15,500	4,450	92.1	4,100
8	60,700	16,470	92.0	15,160
8-A	8,460	2,300	93.0	2,140
8-B	15,230	4,130	91.8	3,790
8-C	21,420	5,810	91.0	5,290
8-D	15,590	4,230	93.1	3,940
9	33,700	8,370	90.4	7,570
9-A	16,760	4,160	91.8	3,820
9-B	16,940	4,210	89.1	3,750
10	52,500	13,600	86.8	11,810
10-A	21,680	5,610	90.4	5,070
10-B	22,100	5,720	82.0	4,690
10-C	8,720	2,270	90.3	2,050
11	167,300	46,150	92.5	42,700
11-A	17,280	4,760	88.4	4,210
11-B	8,590	2,370	88.2	2,090
11-C	21,230	5,860	86.2	5,050
11-D	120,200	33,160	94.5	31,350
*Edmonton	105,210	29,020	95.7	27,770
12	17,100	4,420	86.2	3,810
12-A	11,820	3,050	85.9	2,620
12-B	5,280	1,370	86.9	1,190
13	30,100	7,150	91.9	6,570
13-A	16,720	3,970	94.5	3,750
13-B	13,380	3,180	88.7	2,820
14	44,600	11,160	88.2	9,840
14-A	17,140	4,290	87.9	3,770
14-B	27,460	6,870	88.4	6,070
15	16,500	3,860	82.4	3,180
16	28,900	8,210	82.3	6,760
16-A	25,190	7,160	82.3	5,890
*Grande Prairie	1,640	470	82.8	390
16-B	3,710	1,050	82.9	870
17	8,700	2,550	82.0	2,090
17-A	5,350	1,570	81.1	1,270
17-B	3,350	980	83.7	820

† Figures compiled by the Bureau of Broadcast Measurement.

BRITISH COLUMBIA

British Columbia# is third largest province in Canada in area, with main industries fishing, mining, shipping and agriculture.

Employment statistics at June 1, 1948, for industries employing 15 or more people:

	Number Employed	Weekly Payroll
British Columbia Province	192,640	$8,087,775
Vancouver	87,061	3,444,342
Victoria	12,954	489,697

Telephone Statistics for 1946: (Cities over 10,000 population).

	Total Phones	Business Phones	Residence Phones
British Columbia Province	193,092	65,735	127,357
New Westminster	7,912	2,574	5,338
North Vancouver	4,721	992	3,729
Vancouver	103,544	36,938	66,606
Victoria	24,953	8,255	16,698

Telephones in 1947, for estimated population of 1,060,000 totalled 208,643, or 19.7 per 100 persons.

Retail sales for British Columbia for 1946 amounted to $529,213,000, and preliminary estimate for 1947, without automobile and building materials groups was up 13% to total $598,010,690. In first half of 1948 retail sales were up 15% over first half of 1947.

#Statistics Source: Dominion Bureau of Statistics, Ottawa.

AM STATIONS

City		Frequency	Power	Network
Chilliwack	CHWK	1340	250	
Dawson Creek	CJDC	1350	1,000	
Kamloops	CFJC	910	1,000	
Kelowna	CKOV	630	1,000	
Nelson	CKLN	1240	250	
New Westminster	CKNW	1230	250	
Port Alberni	CJAV	1240	250	
Powell River		1490	520	
Prince George	CKPG	550	250	
Prince Rupert	CFPR	1240	50	
Trail	CJAT	610	1,000	
Vancouver	CBR	1130	5,000	
	CJOR	600	5,000	
	CKMO	1410	1,000	
	CKWX	980	5,000	MBS
Vernon	CJIB	940	1,000	
Victoria	CJVI	900	1,000-LS 250-N	

B. C.† MARKET DATA

Census Sub-Division *City	Population	Households	Per Cent Radio	Radio Homes
B. C. TOTAL	**1,045,500**	**332,070**	**91.5**	**294,580**
1	10,400	3,180	91.8	2,920
1-A	1,680	510	92.2	470
1-B	5,490	1,680	91.7	1,540
*Cranbrook	1,250	380	91.7	350
1-C	3,230	990	91.9	910
2	52,200	15,750	88.2	13,890
2-A	4,100	1,240	89.5	1,110
2-B	27,810	8,390	88.1	7,390
*Trail	10,160	3,070	94.4	2,900
2-C	20,290	6,120	88.1	5,390
*Nelson	6,390	1,930	91.7	1,770
3	77,700	22,250	90.5	20,130
3-A	45,630	13,070	91.0	11,890
*Kelowna	7,710	2,210	96.1	2,120
*Vernon	7,840	2,250	96.3	2,170
3-B	23,850	6,830	89.7	6,130
*Penticton	8,000	2,490	91.0	2,270
3-C	8,220	2,350	89.8	2,110
4	596,500	188,450	93.0	175,340
4-A	135,010	42,650	91.1	38,850
*Chilliwack	4,880	1,540	91.2	1,400
*New Westminster	29,160	9,210	94.1	8,670
4-B	461,490	145,800	93.6	136,490
*Vancouver	365,500	115,470	94.4	109,000
*Greater Vancouver	481,730	152,190	93.2	141,810
5	190,600	58,010	92.2	53,470
5-A-B	146,210	44,500	93.5	41,590
*Victoria	55,850	17,000	92.3	15,690
*Greater Victoria	80,980	24,730	91.7	22,680
5-C	17,920	5,450	87.8	4,790
*Port Alberni	5,810	1,770	88.7	1,570
5-D	16,290	4,960	87.5	4,340
5-E-F	10,180	3,100	88.7	2,750
6	39,000	12,230	85.6	10,470
6-A-E	5,750	1,800	84.4	1,520
6-B	9,730	3,050	83.0	2,530
6-C	17,670	4,540	88.1	4,880
*Kamloops	7,570	2,370	95.7	2,270
6-D-F	5,850	1,840	83.7	1,540
7	15,900	4,210	89.8	3,780
7-A-B	7,450	1,970	89.8	1,770
7-C	8,450	2,240	89.7	2,010
8	30,300	8,950	79.9	7,150
8-A	6,300	1,860	79.6	1,480
*Prince George	2,430	720	78.0	560
8-B	3,250	960	80.2	770
8-C-D	8,950	2,640	79.9	2,110
8-E	5,830	1,720	79.6	1,370
8-F-G	5,970	1,770	80.2	1,420
9	21,400	5,730	85.7	4,910
9A-B	2,070	550	84.5	470
9-C	2,790	950	84.5	630
9-D	12,510	3,350	86.1	2,880
*Prince Rupert	7,960	2,130	85.8	1,830
9-E	1,260	340	86.1	290
9-F	2,770	740	86.1	640
10	11,500	3,330	75.7	2,520
10-A-C	3,690	1,070	76.6	820
10-B	570	160	75.0	120
10-D	7,240	2,100	75.2	1,580
*Dawson Creek	700	200	71.5	140

† Figures compiled by the Bureau of Broadcast Measurement.

MANITOBA

Manitoba# is sixth largest province in area in Canada, is one of the Prairie Provinces group.

Employment statistics at June 1, 1948, for industries employing more than 15 persons:

	Number Employed	Weekly Payroll
Manitoba Province	104,701	$4,009,076
Winnipeg	66,843	2,389,598

Telephone Statistics for 1946: (Cities over 10,000 population).

	Total Phones	Business Phones	Residence Phones
Manitoba Province	106,164	34,348	71,816
Brandon	3,830	1,695	2,135
Winnipeg	72,262	26,396	45,866

Telephones in 1947, with estimated population of 750,000, totalled 113,623, or 15.1 per 100 persons.

Retail sales for 1946 totalled $362,189,000 for Manitoba. Preliminary estimate for 1947, without automobile and building materials groups, is bulked with that of Saskatchewan and Alberta, and for Prairie Provinces is up 9%. In first half of 1948, Prairie Provinces retail sales are up 9% over first half of 1947.

#Statistics Source: Dominion Bureau of Statistics, Ottawa.

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AM STATIONS

City	Call	Frequency	Power	Network
Brandon	CKX	1150	1,000	
Flin Flon	CFAR	590	1,000	
St. Boniface	CKSB	1250	1,000	
Winnipeg	*CBW	990	50,000	
	CJOB	1340	250	
	CKRC	630	5,000	
	CKY	990	15,000	

* Construction Permit.

MANITOBA† MARKET DATA

Census Sub-Division *City	Population	Households	Per Cent Radio	Radio Homes
MANITOBA TOTAL	**729,700**	**198,850**	**91.1**	**181,060**
1	25,600	5,440	81.1	4,410
1-A	8,290	1,760	80.1	1,410
1-B	17,310	3,680	81.5	3,000
2	40,200	8,930	83.0	7,410
2-A	11,340	2,520	81.3	2,050
2-B	14,470	3,210	85.4	2,740
2-C	14,390	3,200	81.9	2,620
3	23,500	6,160	87.3	5,380
3-A	13,860	3,630	87.6	3,180
3-B	9,640	2,530	87.0	2,200
4	15,200	4,170	82.5	3,440
4-A	9,700	2,660	82.0	2,180
4-B	5,500	1,510	83.4	1,260
5	47,400	12,970	89.5	11,610
5-A	8,580	2,350	86.0	2,020
5-B	38,820	10,620	90.3	9,590
6	307,600	89,280	96.2	85,930
6-A	21,070	6,110	94.3	5,760
6-B	4,830	1,400	90.7	1,270
6-C	15,800	4,590	91.1	4,180
6-D	265,900	77,180	96.8	74,720
*Winnipeg	231,170	67,100	97.0	65,090
*Greater Winnipeg	313,940	90,080	93.8	84,530
*St. Boniface	18,910	5,490	97.8	5,370
7	34,500	9,040	92.0	8,320
7-A	11,900	3,120	89.4	2,790
7-B	22,600	5,920	93.4	5,530
*Brandon	16,350	4,280	93.8	4,010
8	17,300	4,800	93.1	4,470
8-A	7,620	2,110	92.9	1,960
8-B	9,680	2,690	93.3	2,510
9	50,100	13,030	92.4	12,040
9-A	39,500	10,270	93.6	9,610
9-B	10,600	2,760	88.0	2,430
10	18,800	5,100	89.0	4,540
10-A	11,180	3,030	89.4	2,710
10-B	7,620	2,070	88.4	1,830
11	25,300	7,080	88.1	6,240
11-A	11,600	3,250	88.3	2,870
11-B	13,700	3,830	88.0	3,370
12	23,100	5,460	83.5	4,560
12-A	11,040	2,610	84.3	2,200
12-B	12,060	2,850	82.8	2,360
13	23,700	6,040	80.6	4,870
14	24,800	6,510	82.9	5,400
14-A	13,170	3,450	83.5	2,880
14-B	11,630	3,060	82.4	2,520
15	12,100	3,080	83.8	2,580
16	40,500	11,760	83.8	9,860
16-A	13,490	3,920	84.2	3,300
16-B	13,920	4,040	84.1	3,410
*Flin Flon	5,300	1,540	84.0	1,290
16-C	13,090	3,800	83.4	3,170

† Figures compiled by the Bureau of Broadcast Measurement.

NEW BRUNSWICK

New Brunswick# is third smallest of Canada's nine provinces in area, is one of Maritimes group. At June 1, 1948, there were 55,232 person employed with weekly payroll of $1,907,407 in industries employing over 15 persons. St. John, largest city, had 13,403 persons employed with weekly payroll of $430,174. In 1946 there were 48,872 telephones in province, of which 15,287 were for business, 33,585 at residences. Cities of over 10,000 population telephone statistics for 1946:

	Total Phones	Business Phones	Residence Phones
St. John	14,968	5,544	9,424
Moncton	7,903	2,640	5,263
Fredericton	4,437	1,384	3,053

In 1947, with estimated population of 495,000, there were 54,207 telephones, or 11 for every 100 persons. Retail sales for the province are grouped with Nova Scotia and Prince Edward Island, totaled $464,157,000 for 1946, and without automobile and building materials groups totalled $487,364,850 in 1947, were up 6% for the first half of 1948 as compared with first half of 1947.

Statistics Source: Dominion Bureau of Statistics, Ottawa.

AM STATIONS

City	Call	Frequency	Power	Network
Campbellton	CKNB	950	1,000	
Edmundston	CJEM	1230	250	
Fredericton	CFNB	550	5,000	
Moncton	CKCW	1220	5,000	
Sackville	CBA	1070	50,000	
St. John	CFBC	930	5,000	
	CHSJ	1150	5,000	

NEW BRUNSWICK† MARKET

County *City	Population	Households	Per Cent Radio	Radio Homes
N. B. TOTAL	**494,300**	**109,950**	**81.9**	**90,050**
Albert	8,500	2,110	87.6	1,850
Carleton	23,600	5,750	78.2	4,500
Charlotte	24,400	6,600	76.2	5,030
Gloucester	54,400	9,530	66.6	6,350
Kent	23,900	4,310	67.4	2,900
Kings	20,900	5,590	83.8	4,680
Madawaska	31,700	6,080	76.7	4,660
*Edmundston	7,980	1,530	91.5	1,400
Northumberland	40,400	8,080	75.6	6,110
Queens	15,700	3,960	83.8	3,320
Restigouche	35,400	6,910	78.6	5,430
*Campbellton	7,220	1,410	89.3	1,260
St. John	72,400	17,850	92.9	16,590
*Saint John	54,430	13,420	93.2	12,510
*Greater Saint John	70,680	17,430	91.2	15,890
Sunbury	10,500	2,610	85.4	2,230
Victoria	19,300	4,080	78.4	3,200
Westmorland	73,000	16,510	88.3	14,580
*Moncton	25,770	5,830	95.2	5,550
*Sackville	2,820	640	90.2	580
York	40,200	9,980	86.4	8,620
*Fredericton	11,100	2,750	91.3	2,510

† Figures compiled by the Bureau of Broadcast Measurement.

NORTHWEST TERRITORIES

AM STATIONS

City	Call	Frequency	Power	Network
Yellowknife		810	250	

NOVA SCOTIA

Nova Scotia# is Canada's second smallest province in area, and is one of the Maritimes group. At June 1, 1948, there were 74,387 persons employed with weekly payroll of $2,677,703 in industries employing 15 or more persons. Halifax, largest city and capital city, there were employed 21,317 persons with weekly payroll of $694,905. In 1946 there were 74,236 telephones in Nova Scotia, 21,068 for business, 53,168 in residences. Halifax had total 27,685 phones, 9,364 for business, 18,321 in residences. Sydney had total 5,419 telephones, 1,585 for business, 3,834 in residences. In 1947, with estimated population of 625,000, there were 80,863 telaphones in Nova Scotia, 12.9 per 100 persons.

Retail sales for the province are grouped with New Brunswick and Prince Edward Island, totalled $464,157,000 for 1946, and without automobile and building materials groups totaled $487,364,850 in 1947, were up 6% for first half of 1948, as compared with first half of 1947.

Statistics Source: Dominion Bureau of Statistics, Ottawa.

AM STATIONS

City	Call	Frequency	Power	Network
Antigonish	CJFX	580	5,000	
Bridgewater	CKBW	1000	1,000	
Halifax	CBH	1330	100	
	CHNS	960	5,000	
	CJCH	920	5,000	
Sydney	CJCB	1270	5,000-I S 1,000-N	
Truro	CKCL	1400	250	
Windsor	CFAB	1450	250	
Yarmouth	CJLS	1340	250	

NOVA SCOTIA MARKET DATA

County *City	Population	Households	Per Cent Radio	Radio Homes
N. S. TOTAL	**616,900**	**147,520**	**86.7**	**127,970**
Annapolis	18,600	5,150	85.4	4,400
Antigonish	11,200	2,460	75.1	1,850
*Antigonish	2,290	500	91.7	460
Cape Breton	117,200	24,390	90.4	22,050
*Glace Bay	26,620	5,540	94.8	5,250
*Sydney	29,970	6,240	93.8	5,850
Colchester	31,800	8,200	89.3	7,320
*Truro	10,840	2,790	94.5	2,640
Cumberland	41,300	10,550	87.7	9,250
Digby	21,200	5,270	85.5	4,510
Guysborough	10,000	2,520	75.1	1,890
Halifax	140,300	32,730	91.4	29,910
*Dartmouth	12,410	2,890	96.0	2,770
*Halifax	80,620	18,810	96.0	18,060
*Greater Halifax	111,110	25,920	94.5	24,490
Hants	25,100	6,020	86.8	5,230
*Windsor	3,900	940	91.7	860
Inverness	19,000	4,110	70.3	2,890
Kings	30,800	7,530	85.7	6,450
Lunenburg	32,700	9,020	82.0	7,400
*Bridgewater	3,420	940	91.7	860
Pictou	46,800	11,910	90.6	10,790
*Pictou	3,520	900	93.3	840
Queens	13,000	3,460	86.4	2,990
Richmond	12,200	2,880	71.0	2,040
Shelburne	13,800	3,500	77.7	2,720
Victoria	8,000	1,920	82.4	1,580
Yarmouth	23,900	5,900	79.7	4,700
*Yarmouth	8,310	2,050	89.7	1,840

† Figures compiled by the Bureau of Broadcast Measurement.

ONTARIO

Ontario# is second largest Canadian province in area, has largest population, is most heavily industrialized.

Employment statistics at June 1, 1948, for industries employing more than 15 persons:

	Number Employed	Weekly Payroll
Ontario Province	839,269	$33,986,172
Toronto	264,607	10,649,627
Ottawa	25,604	877,450
Hamilton	65,254	2,753,688
Windsor	37,986	1,779,034
Kitchener-Waterloo	20,201	768,636
London	25,794	967,383
Fort William-Port Arthur	12,254	525,988

Telephone Statistics for 1946: (Cities over 10,000 population).

	Total Phones	Business Phones	Residence Phones
Ontario Province	920,684	268,929	651,755
Belleville	5,660	1,630	4,030
Brantford	11,232	3,409	7,823
Chatham	7,041	2,033	5,008
Cornwall	5,838	1,727	4,111
Fort William	8,436	2,549	5,887
Galt	5,725	1,445	4,280
Guelph	7,806	2,196	5,610
Hamilton	44,835	14,979	29,856
Kingston	10,954	3,591	7,363
Kitchener-Waterloo	13,073	4,377	8,696
London	27,524	8,786	18,738
Niagara Falls	9,882	2,959	6,923
North Bay	5,246	1,544	3,702
Oshawa	9,317	2,577	6,740
Ottawa	66,018	23,946	42,072
Owen Sound	4,348	1,235	3,113
Peterborough	8,995	2,433	6,562
Port Arthur	6,516	1,595	4,921
St. Catharines	11,314	3,568	7,746
St. Thomas	6,840	1,627	5,213
Sarnia	8,851	2,427	6,424
Sault Ste. Marie	7,512	1,927	5,585
Stratford	5,204	1,289	3,915
Sudbury	8,127	2,676	5,451
Toronto	298,911	104,403	194,508
Windsor	27,506	10,493	17,013

Telephones in 1947, with estimated population of 4,240,000, totalled 1,004,355, or 23.7 per 100 persons.

Retail sales for Ontario for 1946 totalled $2,113,916,000. Without the automobile and building materia's groups these were up 13% for total of $2,388,725,080 in 1947. In first half of 1948 retail sales were up 15% in Ontario over the first half of 1947.

Statistics Source: Dominion Bureau of Statistics, Ottawa.

AM STATIONS

City	Call	Frequency	Power	Network
Belleville	CJBQ	1230	250	
Brantford	CKPC	1380	1,000	
Brockville	CFJM	1450	250	
Chatham	CFCO	630	1,000	
Cornwall	CKSF	1230	250	
Fort Frances	CKFI	1340	250	
Fort William	CKPR	580	1,000	
Guelph		1450	250	
Hamilton	CHML	900	5,000	
Kenora	CJRL	1220	1,000	
Kingston	**CFRC	1490	100	
	CKWS	960	5,000	
Kirkland Lake	CJKL	560	5,000	
Kitchener	CKCR	1490	250	
London	CFPL	1570	5,000	
Niagara Falls	CHVC	1600	1,000	
North Bay	CFCH	600	1,000	
Orillia	CFOR	1450	250	
Oshawa	CKDO	1240	100	
Ottawa	CBO	910	1,000	
	CKCO	1310	1,000-N 5,000-D	
	CFRA	560	1,000	
Owen Sound	CFOS	1470	1,000	
Pembrooke	CHOV	1340	250	
Peterborough	CHEX	1430	1,000	
Port Arthur	CFPA	1230	250	
St. Catharines	CKTB	1550	1,000	
Sarnia	CHOK	1070	5,000-LS 1,000-N	
Sault St. Marie	CJIC	1490	250	
Stratford	CJCS	1240	250	
Sudbury	CHNO	1440	1,000	
	CKSO	790	5,000	
Timmins	CKGB	680	5,000	
Toronto	CBL	740	50,000	NBC
	CFRB	860	10,000 50,000-CP	CBS
	CHUM	1050	1,000-D	
	CJBC	1010	5,000 50,000-CP	ABC
	CKEY	580	5,000-LS 1,000-N	
Windsor	CKLW	800	5,000	
Wingham	CKNX	920	1,000	
Woodstock	CKOX	1350	250	

* Construction Permit.
** Non-Commercial Station.

ONTARIO† MARKET DATA

County *City	Population	Households	Per Cent Radio	Radio Homes
ONTARIO TOTAL	**4,204,700**	**1,131,650**	**93.4**	**1,056,940**
Algoma	56,600	16,580	92.3	15,300
Algoma-A-South	53,350	15,630	92.5	14,460
*Sault Ste. Marie	28,070	8,220	95.4	7,840
Algoma-B-North	3,250	950	88.4	840
Brant	70,000	19,480	93.9	18,290
*Brantford	39,450	10,980	95.6	10,500
Bruce	42,600	11,910	88.7	10,560
Carleton	218,900	51,700	95.1	49,150
*Ottawa	164,490	39,560	96.7	38,240
*Greater Ottawa	244,000	56,240	95.1	53,460
Cochrane	83,400	19,680	88.9	17,490
Cochrane-A-South	62,330	14,710	89.7	13,190
*Timmins	29,980	7,070	94.8	6,700
Cochrane-B-North	21,070	4,970	86.5	4,300
Dufferin	14,000	4,080	89.0	3,630
Dundas	15,800	4,160	89.4	3,720
Durham	26,400	7,710	90.7	6,990
Elgin	51,000	15,050	91.7	13,800
*St. Thomas	18,930	5,590	96.6	5,400
Essex	200,900	52,130	94.2	49,090
*Windsor	121,430	31,510	96.8	30,500
*Greater Windsor	141,120	36,620	95.8	35,100
Frontenac	55,400	13,040	92.5	12,060
*Kingston	31,070	7,310	96.9	7,080
Glengarry	19,800	4,750	84.6	4,020
Grenville	16,900	4,830	90.3	4,360
Grey	58,800	16,630	89.0	14,800
*Owen Sound	14,400	4,070	93.9	3,820
Haldimand	22,700	6,420	90.5	5,810
Haliburton	7,600	2,030	88.7	1,800
Halton	34,400	9,980	93.5	9,330
Hastings	66,200	17,280	89.8	15,520
*Belleville	16,430	4,290	94.9	4,070
Huron	43,700	12,940	90.1	11,660
*Wingham	2,030	600	93.3	560
Kenora	37,400	9,440	91.1	8,600
*Kenora	8,520	2,150	97.2	2,090
*Greater Kenora	10,150	2,560	96.1	2,460
Kent	76,900	22,110	90.7	20,050
*Chatham	20,150	5,790	95.7	5,540
Lambton	64,900	18,480	90.9	16,790
*Sarnia	21,360	6,080	96.5	5,870
Lanark	35,200	9,400	88.6	8,330
Leeds	36,600	9,580	91.8	8,790
*Brockville	11,520	3,010	96.7	2,910
Lennox and Addington	20,000	5,620	88.1	4,950
Lincoln	79,500	21,820	95.1	20,750
*St. Catharines	37,000	10,150	95.1	9,650
Manitoulin	11,200	2,780	86.7	2,410
Middlesex	140,100	39,350	93.7	36,860
*London	86,220	24,220	97.1	23,510
*Greater London	93,930	26,410	96.1	25,390
Muskoka	20,600	5,530	88.8	4,910
Nipissing	46,700	10,620	88.1	9,360

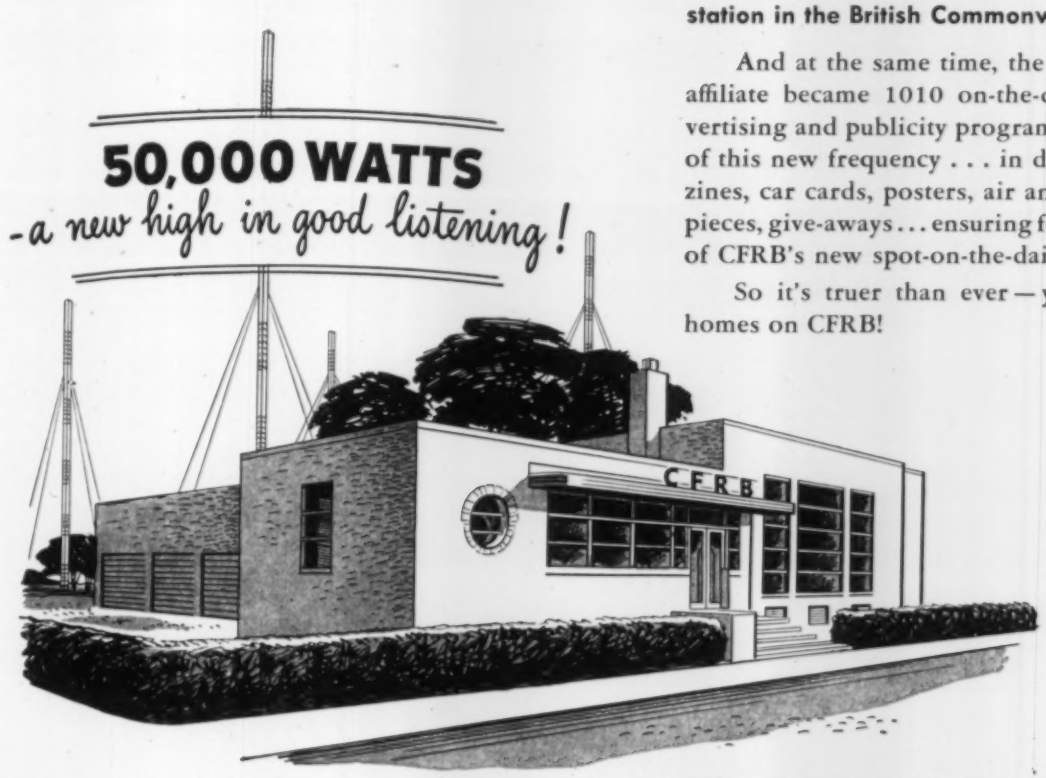
(Continued on page 256)

CFRB BECOMES MOST POWERFUL INDEPENDENTLY-OWNED RADIO STATION IN THE BRITISH COMMONWEALTH!

On September first, Radio Station CFRB, Toronto, switched over to a completely new 50,000-watt transmitter . . . and became the most powerful independently-owned station in the British Commonwealth!

And at the same time, the frequency of this CBS affiliate became 1010 on-the-dial. CFRB's huge advertising and publicity program has shouted the news of this new frequency . . . in dailies, weeklies, magazines, car cards, posters, air announcements, mailing pieces, give-aways . . . ensuring full listener-recognition of CFRB's new spot-on-the-dail!

So it's truer than ever—you reach *more* radio homes on CFRB!



CFRB's new 50,000-watt transmitter at Clarkson, Ontario

CFRB

still your No. 1 buy in Canada's No. 1 market!

1010 ON YOUR DIAL

REPRESENTATIVES:

UNITED STATES: Adam J. Young Jr. Incorporated

CANADA: All-Canada Radio Facilities Limited

CJBC TORONTO CANADA

KEY STATION OF THE DOMINION NETWORK

Now on 860 KC (CLEARED CHANNEL)

With 50,000 WATTS

On September 1st, 1948, CJBC moved from 1010 KC with 5,000 Watts to 860 KC with 50,000 Watts.

Its new cleared channel frequency and greatly increased power assures a clear signal over the metropolitan centres of Toronto and Hamilton as well as virtually the entire south-western part of Ontario and many additional areas.

No BBM figures are available but engineering contours which, on cleared channel stations in Canada tally closely with BBM figures, give the new CJBC the following coverage:

	Day	Night
Population	3,186,330	2,658,010
Radio Homes	828,210	699,960

of these, two-thirds are urban and one-third rural.

CJBC with its new frequency and power—and with its 29 affiliated stations from Halifax to Victoria—assures sponsors of both extensive and intensive coverage of the Canadian market.

Write now for brochure providing details of coverage of CJBC and the Dominion Network to Commercial Division, Canadian Broadcasting Corporation, 354 Jarvis Street, Toronto, Ontario, or 1231 St. Catherine St., West, Montreal, P. Q.

CBC RADIO CANADA

CANADIAN BROADCASTING CORPORATION

CBW TWO NEW 50,000 WATT OUTLETS FOR CBC'S Trans-Canada Network CBX

OPENED SEPTEMBER 1st

These new outlets, together with CBK Saskatchewan, now provide sponsors with complete coverage of Canada's three Prairie Provinces of Manitoba, Saskatchewan and Alberta.

CBW 990 MANITOBA

replaces CKY on 990 KC and with increased power of 50,000 watts blankets Manitoba.

CBX 1010 ALBERTA

the new Alberta regional station provides full CBC Trans-Canada program service to Alberta listeners.

CBK 540 SASKATCHEWAN

well established with 50,000 watts serving the province of Saskatchewan.

Besides serving listeners in the wealthy farming and urban areas of the three Prairie Provinces, these three stations provide news, entertainment and instruction to the inhabitants of the vast new and developing hinterlands of Northern Canada.

With the opening of these two new stations, the Canadian Broadcasting Corporation has placed in operation seven 50,000 Watt stations and brought to completion the first part of its plan for complete national coverage and improved alternative program service. 58 basic and 32 supplementary stations of 3 networks now carry CBC programs to every part of Canada.

For full details about CBC stations and the Trans-Canada Network, write Commercial Division, Canadian Broadcasting Corporation, 354 Jarvis Street, Toronto, Ontario or 1231 St. Catherine St. West, Montreal, P. Q.

CBC RADIO CANADA

CANADIAN BROADCASTING CORPORATION

ONTARIO MARKET DATA

(Continued from page 252)

County *City	Population	Households	Per Cent Radio	Radio Homes
*North Bay	16,820	3,820	94.8	3,620
Norfolk	41,500	11,650	90.7	10,570
Northumberland	30,600	8,610	90.6	7,800
Ontario	70,800	18,770	93.1	17,470
*Oshawa	28,890	7,660	97.4	7,460
Oxford	50,500	13,990	94.6	13,240
*Woodstock	12,340	3,420	96.5	3,300
Parry Sound	29,000	7,140	88.2	6,300
Peel	41,300	11,410	94.9	10,830
Perth	50,900	14,280	91.7	13,100
*Stratford	17,450	4,900	97.8	4,790
Peterborough	57,400	15,030	91.9	13,810
*Peterborough	30,700	8,040	95.8	7,700
Prescott	25,100	5,480	80.5	4,410
Prince Edward	17,400	5,220	91.2	4,760
Rainy River	20,300	5,160	88.4	4,560
*Fort Frances	6,260	1,590	93.1	1,480
Renfrew	60,500	14,400	85.4	12,300
*Pembroke	12,340	2,940	91.5	2,690
Russell	17,800	3,910	82.6	3,230
Simcoe	98,100	26,460	91.0	24,080
*Orillia	11,040	2,980	96.3	2,870
Stormont	44,900	10,120	91.4	9,250
*Cornwall	15,500	3,490	94.6	3,300
*Greater Cornwall	19,890	4,380	93.4	4,090
Sudbury	92,000	23,720	89.4	21,210
Sudbury-A-South	85,740	22,110	89.8	19,850
*Sudbury	36,660	9,450	94.6	8,940
Sudbury-B-North	6,260	1,610	84.5	1,360
Thunder Bay	97,100	23,290	93.0	21,660
Thunder Bay-A-South	93,380	22,390	93.3	20,900
*Port Arthur	27,840	6,680	96.9	6,470
*Fort William	34,860	8,360	97.1	8,120
Thunder Bay-B-North	3,720	900	84.4	760
Temiskaming	59,100	16,120	90.2	14,540
*Kirkland Lake	23,360	6,380	95.8	6,110
Victoria	27,900	7,850	89.0	6,990
Waterloo	113,600	30,620	95.1	29,110
*Galt	17,660	4,760	98.1	4,670
*Kitchener	41,020	11,060	96.4	10,660
*Greater Kitchener	51,990	14,010	96.6	13,530
Welland	112,600	29,760	95.6	28,440
*Niagara Falls	24,700	6,530	96.9	6,330
*Welland	15,000	3,960	97.0	3,840
Wellington	57,800	15,530	93.0	14,440
*Guelph	22,630	6,080	96.9	5,890
Wentworth	234,400	63,850	97.0	61,920
*Hamilton	188,610	51,380	97.6	50,130
*Greater Hamilton	190,990	52,030	97.5	50,710
York	1,079,900	304,170	96.6	293,740
*Toronto	757,500	213,360	97.0	206,900
*Greater Toronto	1,021,970	287,860	95.6	275,270

† Figures compiled by the Bureau of Broadcast Measurement.

PRINCE EDWARD ISLAND

Prince Edward Island† is smallest of Canada's nine provinces. At June 1, 1948, Dominion Bureau of Statistics, Ottawa, showed 3,248 employees in firms having 15 or more employees, with a weekly payroll of $103,077. In 1946 the province had a total of 8,296 telephones, of which 2,387 were business phones, 5,090 residence phones. In 1947, with estimated population of 95,000, there were 8,912 telephones, or 9.4 per 100 persons. Charlottetown, principal city and provincial capital, in 1946 had 4,039 telephones, 1,439 for business, 2,600 in residences. Retail sales for the province are grouped by Dominion Bureau of Statistics with New Brunswick and Nova Scotia, totalled $464,157,000 in 1946, and without automobile and building materials group totalled $487,364,850, were up 6% for first half of 1948 as compared with first half of 1947.

AM STATIONS

City	Frequency	Power	Network
Summerside	CHGS 1480	100	
Charlottetown	CFCY 630	5,000-LS 1,000-N	

PRINCE EDWARD ISLAND† MARKET DATA

County *City	Population	Households	Per Cent Radio	Radio Homes
P. E. I. TOTAL	96,200	21,630	80.5	17,420
Kings	21,200	4,910	75.6	3,710
Prince	34,200	7,640	80.6	6,160
*Summerside	4,990	1,120	91.4	1,020
Queens	40,800	9,080	83.1	7,550
*Charlottetown	14,700	3,270	91.7	3,000

† Figures compiled by the Bureau of Broadcast Measurement.

QUEBEC

Quebec# is largest Canadian province in area, has predominant French-speaking population.

Employment statistics at June 1, 1948, for industries employing more than 15 persons:

	Number Employed	Weekly Payroll
Quebec Province	587,159	$22,149,923
Montreal	288,680	10,982,937
Quebec City	30,144	1,037,451
Sherbrooke	10,387	342,465
Three Rivers	11,084	450,107

Telephone Statistics for 1946: (Cities over 10,000 population).

	Total Phones	Business Phones	Residence Phones
Quebec Province	468,867	181,423	287,444
Chicoutimi	2,023	972	1,051
Granby	2,100	938	1,162
Hull	5,374	1,751	3,623
Joliette	2,698	1,100	1,598
Lachine	4,479	825	3,654
Montreal	265,447	104,080	161,367
Quebec	38,793	16,116	22,677
St. Hyacinthe	3,347	1,467	1,880
St. Jean	3,494	1,522	1,972
Shawinigan Falls	3,560	1,521	2,039
Sherbrooke	9,639	3,333	6,306
Sorel	2,656	1,346	1,310
Three Rivers	9,972	3,453	6,519
Valleyfield	3,432	1,245	2,187

In 1947, with estimated population of 3,760,000, Quebec had 528,588 telephones, or 14.1 per 100 persons.

Retail sales for the province for 1946 totalled $1,315,485,000, and without automobile and building materials groups this was up 12% in 1947 for estimated $1,473,343,200. For first half of 1948 retail sales were up 10% over first half of 1947.

#Statistics Source: Dominion Bureau of Statistics, Ottawa.

AM STATIONS

City	Frequency	Power	Network
Amos	CHAD 1340	250	
Chicoutimi	CBJ 1580	1,000 10,000-CP	
Granby	CHEF 1450	250	
Hull	CKCH 1240	250	
Jonquiere	CKRS 1240	250	
Matane	* 1250	1,000	
Montreal	CBF 690	50,000	NBC
	CBM 940	5,000	NBC
	CFCF 600	500	ABC-NBC
	CHLP 1410	1,000	
	CJAD 800	1,000	
	CKAC 730	5,000	CBS
New Carlisle	CHNC 610	5,000	
Quebec	CBV 980	1,000	
	CHRC 800	5,000	
	CKCV 1280	1,000	
Rimouski	CJBR 900	5,000-LS 1,000-N	
Riviere-du-Loup	CFJP 1400	250	
Rouyn	* 900	1,000	
Rovyn	CKRN 1400	250	
Shawinigan Falls	* 1470	1,000	
Sherbrooke	CHLT 900	1,000	
	CKTS 1240	250	
Sorel	CJSO 1400	250	
Three Rivers	CHLN 1450	250	
Val d'Or	CKVD 1230	100	
Verdun	CKVL 980	1,000	

QUEBEC† MARKET DATA

County *City	Population	Households	Per Cent Radio	Radio Homes
QUEBEC TOTAL	3,734,000	786,320	89.0	699,740
Abitibi	82,100	18,480	75.6	13,980
Abitibi-A-West	79,240	17,830	75.9	13,530
*Amos	3,470	780	82.9	650
*Val d'Or	5,320	1,200	91.5	1,100
Abitibi-B-East	2,860	650	69.2	450
Argenteuil	23,900	5,200	85.4	4,440
Arthabaska	34,800	6,920	82.2	5,690
Bagot	19,500	4,210	85.7	3,610
Beauce	52,400	9,560	78.9	7,540
Beauharnois	33,100	6,710	91.7	6,150
*Valleyfield	18,650	3,780	93.9	3,550
Bellechasse	25,100	4,670	75.8	3,540
Berthier	19,600	4,120	84.1	3,460
Bonventure	40,700	7,070	78.1	5,520
*New Carlisle	1,000	170	80.3	140
Brome	14,400	3,640	88.0	3,200
Chambly	49,400	11,170	93.8	10,480
Champlain	71,100	15,460	89.1	13,780
*Cap de la Madeleine	12,500	2,720	95.7	2,600
Charlevoix	26,400	4,280	80.5	3,450
Chateauguay	16,900	3,880	85.2	3,310
Chicoutimi	99,400	15,840	89.8	14,230
*Chicoutimi	20,210	3,220	97.0	3,120
*Jonquiere	17,350	2,760	95.1	2,620
Compton	24,300	5,360	84.9	4,550
Deux-Montagnes	18,400	4,280	87.9	3,760
Dorchester	33,100	5,930	74.2	4,400
Drummond	47,000	9,810	84.8	8,320
*Drummondville	13,520	2,820	95.6	2,700
Frontenac	31,100	5,950	79.8	4,750
Gaspe	60,100	10,490	75.9	7,960
Hull	85,300	17,760	86.3	15,330
*Hull	39,480	8,220	94.0	7,730
Huntingdon	12,600	3,160	83.0	2,620
Iberville	12,400	2,670	89.2	2,380
Jolliette	28,400	5,470	87.2	4,770
*Jolliette	11,420	2,200	93.0	2,050
Kamouraska	27,400	4,690	77.2	3,620
*Ste Anne de la Pocatiere	2,900	500	81.4	410
Labelle	24,200	4,750	77.3	3,670
Lac St. Jean	78,800	12,390	79.0	9,790
Laprairie	14,800	3,240	83.9	2,720
L'Assomption	20,000	4,180	84.9	3,550
Levis	41,600	7,420	91.4	6,780
*Levis	13,090	2,330	96.1	2,240
L'Islet	22,500	4,290	78.0	3,350
Lotbiniere	30,000	5,710	77.1	4,400
Maskinonge	18,900	3,580	84.2	3,010
Matane	63,800	11,330	79.1	8,960
Megantic	44,200	8,550	84.1	7,190
*Thetford Mines	13,930	2,700	96.3	2,600
Missisiquoi	23,400	5,390	89.1	4,800
Montcalm	16,300	3,560	83.9	2,990
Montmagny	24,300	4,740	79.7	3,780
Montmorency	22,400	3,850	84.0	3,230
Montreal Island	1,247,900	295,820	95.2	281,620
*Lachine	21,980	5,210	97.3	5,070
*Montreal	989,840	234,650	94.6	221,980
*Greater Montreal	1,262,590	298,960	95.2	284,700
*Outremont	33,710	7,990	98.2	7,850
*Verdun	73,830	17,500	97.3	17,030
*Westmount	28,550	6,770	98.3	6,650
Napierville	8,200	1,650	87.7	1,450
Nicolet	36,700	6,730	79.2	5,330
Papineau	32,300	7,170	79.8	5,720
Pontiac	20,000	4,440	78.6	3,490
Portneuf	42,900	8,280	85.5	7,080
Quebec	221,500	41,590	95.9	39,880
*Quebec	164,600	30,910	96.1	29,700
*Greater Quebec	227,060	42,430	94.9	40,260
Richelieu	27,200	5,590	88.7	4,960
*Sorel	14,070	2,890	95.8	2,770
Richmond	32,700	7,060	85.7	6,050
Rimouski	56,100	9,260	80.7	7,470
*Rimouski	8,900	1,470	94.5	1,390
Rouville	17,100	3,680	88.2	3,250
Saguenay	34,800	6,480	82.1	5,320
Shefford	36,300	7,790	84.6	6,590
*Granby	15,440	3,310	93.3	3,090
Sherbrooke	55,990	12,760	94.5	12,060
*Sherbrooke	43,170	9,850	96.5	9,510
Soulanges	9,800	2,190	86.3	1,890
Stanstead	35,000	8,290	89.7	7,440
St. Hyacinthe	32,700	6,860	88.6	6,080
*St. Hyacinthe	18,390	3,860	95.8	3,700
St. Jean	23,500	5,080	92.3	4,690
*St. Jean	15,580	3,370	96.7	3,260
St. Maurice	96,200	18,740	93.2	17,470
*Shawinigan Falls	24,330	4,740	94.3	4,470
*Trois Rivieres	50,290	9,800	95.8	9,390
Temiscamingue	47,800	10,190	80.9	8,240
*Rouyn	10,400	2,220	90.4	2,010
Temiscouata	60,900	10,650	77.8	8,290
*Rivière du Loup	9,210	1,610	92.3	1,490
Terrebonne	57,400	12,130	87.1	10,560
*St. Jerome	13,880	2,930	95.2	2,790
Vaudreuil	15,000	3,340	86.6	2,890
Vercheres	16,400	3,550	87.4	3,100
Wolfe	18,500	3,800	79.4	3,020
Yamaska	17,100	3,440	79.6	2,740

† Figures compiled by the Bureau of Broadcast Measurement.

SASKATCHEWAN

Saskatchewan† is fifth largest province in area in Canada, is grouped as one of three Prairie Provinces, with Manitoba and Alberta.

Employment statistics at June 1, 1948, for industries employing 15 or more people:

	Number Employed	Weekly Payroll
Saskatchewan Province	45,981	$1,745,961
Regina	11,096	389,711
Saskatoon	7,928	273,184

Telephone Statistics for 1946: (Cities over 10,000 population).

	Total Phones	Business Phones	Residence Phones
Saskatchewan Province	108,981	23,725	85,256
Moose Jaw	5,155	1,636	3,519
Regina	16,816	6,305	10,511
Saskatoon	11,816	4,167	7,649

Telephones in 1947, with estimated

(Continued on page 258)

Canada's First Station

CFCF

MONTREAL

600 kc - 5000 watts

ABC - DOMINION -

REPRESENTATIVES

Canada
All-Canada Radio Facilities Ltd.

U.S.A.
Weed & Co.

Canada's private radio stations dominate Canada's best markets!

Canada is a rich market. More than twelve million people. And the highest retail sales records in history.

Whatever you are selling—*wherever* in Canada you are selling—you will find a privately owned radio station that dominates the effective listenership in that territory.

You will find that station keenly cooperative in doing a real merchandising job for you in terms that can only be done by a station that lives with its listeners and has shaped its programming and its services to most of their needs and wants.

Finally, if you want data on any sales territory in Canada and counsel on how best radio can meet your needs in that territory, the Canadian Association of Broadcasters maintains faciliites for that express purpose and will be delighted to serve you.

Canadian Association of Broadcasters

SASKATCHEWAN

(Continued from page 256)

population of 850,000, totalled 111,854, or 13.2 per 100 persons.

Retail sales for Saskatchewan in 1946 totalled $328,254,000. Preliminary estimate for 1947, without automobile and building materials groups, is bulked with that of Manitoba and Alberta, and for Prairie Provinces is up 9%. In first half of 1948, Prairie Provinces retail sales were up 9% over first half of 1947.

‡Statistics Source: Dominion Bureau of Statistics, Ottawa.

AM STATIONS

City		Frequency	Power	Network
Noose Jaw	CHAB	800	5,000	
North Battleford	CJNB	1240	250	
Prince Albert	CKBI	900	5,000-LS 1,000-N	
Regina	CKCK	620	5,000	
	CKRM	980	5,000	
Saskatoon	CFQC	600	5,000	
Watrous	CBK	540	50,000	
Yorkton	CJGX	940	1,000	

* Construction Permit.

SASKATCHEWAN MARKET DATA

Census Sub-Division *City	Population	Households	Per Cent Radio	Radio Homes
SASK. TOTAL	828,100	224,180	89.4	200,350
1	34,700	9,460	90.5	8,560
1-A	18,730	5,100	91.0	4,640
1-B	15,970	4,360	89.9	3,920
2	34,800	8,930	91.5	8,170
2-A	13,440	3,440	91.3	3,140
2-B	21,360	5,490	91.6	5,030
3	32,800	9,090	90.9	8,260
3-A	17,750	4,920	91.5	4,500
3-B	15,050	4,170	90.2	3,760
4	19,000	5,600	88.9	4,980
4-A	11,320	3,340	88.9	2,970
4-B	7,680	2,260	88.9	2,010
5	47,000	12,420	88.6	11,010
5-A	10,500	2,780	90.3	2,510
5-B	9,840	2,600	90.4	2,350
5-C	14,650	3,870	87.6	3,390
5-D	12,010	3,170	87.1	2,760
6	107,300	31,050	94.0	29,200
6-A	12,810	3,700	91.1	3,370
6-B	67,590	19,560	96.2	18,820
*Regina	57,740	16,620	96.8	16,090
6-C	11,200	3,240	92.6	3,000
6-D	15,700	4,550	88.1	4,010
7	51,500	15,020	94.1	14,140
7-A	31,310	9,130	95.8	8,750
*Moose Jaw	19,850	5,790	96.8	5,600
7-B	20,190	5,890	91.5	5,390
8	36,800	10,250	91.1	9,340
8-A	14,550	4,060	90.6	3,680
8-B	14,030	3,900	90.8	3,540
8-C	8,220	2,290	92.6	2,120
9	54,300	13,700	82.3	11,280
9-A	11,520	2,900	84.9	2,460
9-B	14,130	3,570	86.6	3,090
*Yorkton	4,860	1,230	94.5	1,160
9-C	14,480	3,650	79.5	2,900
9-D	14,170	3,580	79.1	2,830
10	38,000	9,730	85.3	8,300
10-A	9,360	2,390	84.5	2,020
10-B	7,820	2,010	87.1	1,750
10-C	10,700	2,740	86.9	2,380
10-D	10,120	2,590	83.0	2,150
11	77,800	22,320	93.0	20,760
11-A	20,940	6,000	88.5	5,310
*Watrous	1,110	320	91.7	290
11-B	56,860	16,320	94.7	15,450
*Saskatoon	41,840	12,000	96.5	11,580
12	29,100	7,830	92.1	7,210
12-A	12,690	3,420	93.3	3,190
12-B	10,370	2,790	91.0	2,540
12-C	6,040	1,620	91.4	1,480
13	32,600	8,580	92.3	7,920
13-A	14,300	3,760	93.1	3,500
13-B	18,300	4,820	91.7	4,420
14	60,600	15,720	84.5	13,290
14-A	10,160	2,640	81.1	2,140
14-B	50,440	13,080	85.2	11,150
15	82,900	20,100	85.4	17,160
15-A	18,170	4,410	86.2	3,800
15-B	30,420	7,370	81.5	6,010
15-C	23,100	5,600	89.6	5,020
*Prince Albert	11,650	2,820	92.9	2,620
15-D	11,210	2,720	85.7	2,330
16	48,100	11,970	84.5	10,110
16-A	11,100	2,760	83.5	2,300
16-B	21,280	5,300	85.6	4,550
*North Battleford	4,290	1,070	96.9	1,040
16-C	7,540	1,880	81.9	1,540
16-D	8,180	2,030	84.7	1,720
17	27,200	7,370	87.2	6,430
17-A	8,660	2,340	89.3	2,090
17-B	7,060	1,920	91.1	1,750
17-C	11,480	3,110	83.3	2,590
18	13,600	5,040	83.9	4,230
18-A	10,170	3,770	83.9	3,160
18-B	3,430	1,270	83.9	1,070

† Figures compiled by the Bureau of Broadcast Measurement.

YUKON TERRITORY

City	Frequency	Power	Network
Dawson City	* 1230	250	

* Construction Permit.

Andrew

(Continued from page 30)

TEXAS Continued

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Eastland (Eastland)	18,590	91	100
Ector (Odessa)	23,948	117	300
Edwards	1,257	6	0
*Ellis (Waxahachie)	24,886	122	0
*El Paso (El Paso)	128,948	1,080	900
Erath (Stephenville)	9,966	49	100
Falls	13,476	66	0
Fannin (Bonham)	15,585	76	100
Fayette	12,566	61	0
Fisher	4,593	22	0
Floyd	6,918	34	0
Foard	2,803	14	0
Fort Bend	19,110	94	0
Franklin	2,730	13	0
Freestone	7,872	38	0
Frio	3,524	17	0
Gaines	8,276	41	0
*Galveston (Galveston)	92,646	627	300
Garza	4,290	21	0
Gillespie (Fredericksburg)	7,164	35	100
Glasscock	275	1	0
Goliad	3,163	15	0
Gonzales (Gonzales)	10,400	51	100
Gray (Pampa)	27,010	132	100
*Grayson (Sherman)	52,554	313	200
Gregg (Longview)	59,598	296	300
Grimes	8,132	40	0
Guadalupe (Seguin)	11,107	54	100
Hale (Plainview)	19,398	95	100
Hall	7,959	39	0
Hamilton (Hamilton)	7,251	36	100
Hansford	3,307	16	0
Hardeman	7,309	36	0
Hardin	8,088	40	0
*Harris (Houston)	731,423	6,800	3,300
Harrison (Marshall)	24,280	118	100
Hartley	520	3	0
Haskell	6,875	34	0
Hays(San Marcos)	7,959	39	100
Hemphill	3,871	19	0
Henderson (Athens)	12,480	61	100
Hidalgo (McAllen)	52,042	254	400
Hill (Hillsboro)	16,495	81	100
Hockley	7,077	34	0
Hood	2,325	12	0
Hopkins (Sulphur Springs)	14,458	71	100
Houston (Crockett)	9,996	49	100
Howard (Big Spring)	26,057	128	100
Hudspeth	1,271	6	0
Hunt (Greenville)	29,437	144	100
Hutchinson (Borger)	18,084	89	100
Irion	823	4	0
Jack	4,969	24	0
Jackson	5,619	28	0
Jasper (Jasper)	8,103	40	100
Jeff Davis	694	3	0
*Jefferson (Beaumont)	164,706	1,260	1,000
Jim Hogg	3,958	19	0
Jim Wells (Alice)	15,267	75	100
Johnson (Cleburne)	17,159	84	100
Jones (Stamford)	15,209	79	100
Karnes	8,652	43	0
Kaufman	16,755	82	0
Kendall	3,554	17	0
Kenedy	57	0	0
Kent	1,214	6	0
Kerr (Kerrville)	12,190	60	100
Kimble	3,495	17	0
King	520	3	0
Kinney	1,805	9	0
Kleberg (Kingsville)	9,490	47	100
Knox	5,532	27	0
Lamar (Paris)	23,760	126	100
Lamb (Littlefield)	11,916	58	100
Lampasas (Lampasas)	6,081	30	300
La Salle	3,019	15	0
Lavaca	9,027	44	0
Lee	4,160	20	0
Leon	5,879	29	0
Liberty	16,250	79	0
Limestone	12,681	62	0
Lipscomb	2,730	13	0
Live Oak	3,914	19	0
Llano	3,871	19	0
Loving	101	1	0
Lubbock (Lubbock)	70,975	465	700
Lynn	8,363	41	0
McCulloch (Brady)	10,024	49	100
*McLennan (Waco)	89,938	677	200
McMullen	289	1	0
Madison	6,385	31	0
Marion	4,318	21	0
Martin	2,918	14	0
Mason	3,770	18	0
Matagorda (Bay City)	14,329	70	100
Maverick (Eagle Pass)	5,532	27	0
Medina	5,820	29	0
Menard	3,611	18	0
Midland (Midland)	15,759	77	300
Milan	11,815	58	0
Mills	3,669	18	0
Mitchell	7,959	39	0
Montague	10,212	50	0
Montgomery	12,061	59	0
Moore (Dumis)	3,712	18	200
Morris	3,264	16	0
Motley	3,062	15	0
Nacagdoches (Nacagdoches)	17,680	87	200
Navarro (Corsicana)	24,973	122	100
Newton	3,235	16	0
Nolan (Sweetwater)	15,585	76	100
Nueces (Corpus Christi)	119,737	788	1,100
Ochitree (Perryton)	5,200	26	100
Oldham	1,112	5	0
Orange (Orange)	9,402	46	100
Palo Pinto (Mineral Wells)	11,064	54	100
Panola	5,708	28	0
Parker	9,403	46	0
Parner	3,726	18	0
Pecos	7,424	36	0
Polk	9,620	47	0
Potter (Amarillo)	87,229	573	800
Presidio	5,575	27	0
Rains	1,069	5	0
Randall	3,958	19	0
Reagan	1,531	7	0
Real	795	4	0
Red River	10,096	49	0
Reeves(Peers)	9,778	48	100
Refugio	8,407	41	0
Roberts	1,170	6	0
Robertson	9,027	44	0
Rockwall	2,701	13	0
Runnels (Ballinger)	12,408	61	100
Rusk(Henderson)	26,779	131	100
Sabine	3,178	16	0
San Augustine	4,189	20	0
San Jacinto	1,531	7	0
*San Patricio (Aransas Pass)	20,568	100	0
San Saba	5,069	25	0
Schleicher	1,488	7	0
Scurry	7,251	36	0
Shackelford	3,626	18	0
Shelby	10,602	52	0
Sherman	1,618	8	0
Smith(Tyler)	57,972	374	300
Somervell	1,026	5	0
Starr	3,163	15	0
Stephens (Breckenridge)	9,908	49	100
Sterling	1,401	7	0
Stonewall	1,531	7	0
Sutton	3,726	18	0
Swisher	4,781	23	0
*Tarrant(Fort Worth)	363,003	3,310	2,500
Taylor (Abilene)	42,566	207	400
Terrell	2,282	11	0
Terry	8,378	41	0
Throckmorton	1,777	9	0
Titus	9,952	49	0
Tom Green (San Angelo)	42,682	209	700
*Travis (Austin)	124,071	878	600
Trinity	5,807	28	0
Tyler	4,694	22	0
Upshur	8,652	42	0
Upton	5,907	29	0
Uvalde (Uvalde)	9,575	47	100
Val Verde (Del Rio)	10,573	52	100
Van Zandt	11,771	58	0
Victoria (Victoria)	22,850	112	100
Walker (Huntsville)	9,360	46	100
Waller	5,156	25	0
Ward (Monahans)	10,081	49	100
Washington (Branham)	11,498	56	100
Webb (Laredo)	27,674	136	100
Wharton (El Campo)	22,561	110	100
Wheeler	8,782	43	0
Wichita (Wichita Falls)	89,396	592	900
Wilbarger (Vernon)	16,697	82	100
Willacy(Raymondville)	5,994	29	100
Williamson (Taylor)	22,922	111	100
Wilson	5,676	28	0
Winkler	7,915	39	0
Wise	7,396	36	0
Wood	10,096	49	0
Yoakum	2,181	11	0
Young (Graham)	17,043	84	100
Zapata	318	2	0
Zavala	3,409	17	0

UTAH

County(City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Beaver	2,935	19	0
Box Elder (Bringham)	11,780	76	100
Cache(Logan)	23,095	162	100
Carbon(Price)	19,220	155	100
Daggett	159	1	0
Davis	7,242	47	0
Duchesne	3,455	22	0
Emery	1,793	12	0
Garfield	1,431	9	0
Grand	1,228	8	0
Iron (Cedar City)	9,946	65	100
Juab	4,351	28	0
Kane	1,344	9	0
Millard	5,725	37	0
Morgan	1,272	8	0
Piute	998	6	0
Rich	477	3	0
Salt Lake (Salt Lake City)	266,135	1,710	3,200
San Juan	1,186	8	0
Sanpete	6,968	45	0
Sevier(Richfield)	8,428	54	100
Summit	4,395	28	0
Tooele	5,928	38	0
Uintah (Vernal)	4,410	29	100
Utah(Provo)	44,537	373	300
Wasatch	3,600	23	0
Washington	4,930	21	0
Wayne	361	2	0
Weber (Ogden)	69,337	387	500

[1] Retail Sales figures copyrighted 1948 by SALES MANAGEMENT, INC.; further reproduction not licensed.

VERMONT

County (City)	Retail Sales 1947 in $1,000[1]	Gross Billings 1951 in $1,000	Gross Billings Necessary for Existing Stations in $1,000
Addison	12,275	78	0
*Bennington (Bennington)	19,593	130	0
*Caledonia (St. Johnsbury)	23,433	161	0
Chittenden (Burlington)	60,257	330	400
Essex	2,471	11	0
Franklin (St. Albans)	21,103	140	100
Grand Isle	1,572	7	0
Lamoille	6,572	30	0
Orange	11,290	86	0
*Orleans (Newport)	17,460	110	0
Rutland (Rutland)	46,374	255	200
Washington (Barre)	40,922	275	200
*Windham (Brattleboro)	29,701	212	0
*Windsor (Springfield)	35,150	253	0

VIRGINIA

Acomack	10,681	77	0
*Albemarle (Charlottesville)	44,964	265	100
Alleghany (Covington)	22,787	165	100
Amelia	1,967	14	0
Amherst	4,572	33	0
Appomattox	4,004	29	0
*Arlington (Alexandria)	95,692	834	300
*Augusta (Staunton)	43,234	433	200
Bath	2,397	17	0
Bedford	8,617	63	0
Bland	942	7	0
Botetourt	4,321	31	0
Brunswick	6,496	47	0
Buchanan	8,395	61	0
Buckingham	2,549	18	0
*Campbell (Lynchburg)	66,677	570	300
Caroline	3,921	28	0
Carroll	5,001	36	0
Charles City	540	4	0
Charlotte	3,172	23	0
Chesterfield	7,647	55	0
Clarke	4,072	29	0
Craig	1,067	8	0
Culpeper	8,145	59	0
Cumberland	1,718	13	0
Dickenson	5,278	38	0
*Dinwiddie (Petersburg)	37,662	385	100
*Elizabeth City (Hampton)	27,478	350	100
Essex	3,228	23	0
Fairfax (Falls Church)	11,858	86	100
Fauquier	11,262	82	0
Floyd	2,785	20	0
Fluvanna	1,772	13	0
Franklin	6,040	44	0
Frederick (Winchester)	23,909	174	100
Giles	5,748	42	0
Gloucester	4,253	31	0
Goochland	1,357	10	0
Grayson (Galex)	8,312	61	100
Greene	679	5	0
Greensville	6,829	50	0
Halifax (South Boston)	14,587	106	100
Hanover	6,926	50	0
*Henrico (Richmond)	359,516	2,690	2,400
*Henry (Martinsville)	23,443	234	100
Highland	789	6	0
Isle of Wight	5,652	41	0
James City	7,771	56	0
King and Queen	970	7	0
King George	1,260	9	0
King William	4,405	32	0
Lancaster	4,183	30	0
Lee	9,212	67	0
Loudoun	10,376	75	0
Louisa	4,225	31	0
Lunenburg	4,793	35	0
Madison	1,800	13	0
Mathews	2,799	20	0
Mecklenburg	12,052	88	0
Middlesex	2,605	19	0
*Montgomery (Blacksburg)	14,697	106	0
Nansemond (Suffolk)	24,788	157	100
Nelson	3,865	28	0
New Kent	1,897	14	0
*Norfolk (Norfolk)	298,412	1,806	800
Northampton	10,514	76	0
Northumberland	3,324	24	0
Nottoway (Blackstone)	8,977	65	200
Orange	8,755	64	0
Page	5,721	42	0
Patrick	2,937	21	0
Pittsylvania (Danville)	61,104	424	600
Powhatan	1,468	11	0
Prince Edward (Farmville)	7,564	55	100
Prince George	8,866	64	0
Princess Anne	10,376	75	0
Prince William	8,728	64	0
Pulaski (Pulaski)	11,138	81	100
Rappahannock	1,510	11	0
Richmond	2,632	19	0
*Roanoke (Roanoke)	133,738	1,096	600
Rockbridge (Lexington)	14,130	102	100
*Rockingham (Harrisonburg)	38,046	320	100
Russell	6,012	43	0
Scott	5,375	39	0
Shenandoah	9,752	71	0
Smyth	10,250	74	0
Southampton	10,695	78	0
Spotsylvania (Fredericksburg)	24,353	176	100
Stafford	1,427	10	0
Surry	1,746	13	0
Sussex	4,502	33	0
*Tazewell (Bluefield)	25,172	250	0
Warren (Front Royal)	8,782	64	100
Warwick (Newport News)	59,951	336	400
Washington (Bristol)	26,709	244	400
Westmoreland	3,435	25	0
Wise (Norton)	27,286	324	300
Wythe	11,096	81	0
York	2,397	17	0

WASHINGTON

Adams	7,472	55	0
Asotin	3,788	28	0
Benton (Kennewick)	8,832	65	100
*Chelan (Wenatchee)	48,581	339	200
Clallam (Port Angeles)	23,011	170	100
*Clark (Vancouver)	62,296	476	100
Columbia	4,753	35	0
*Cowlitz (Longview)	47,651	389	100
Douglas	4,489	33	0
Ferry	2,403	18	0
Franklin (Pasco)	8,211	61	100
Garfield	3,960	29	0
Grant (Moses Lake)	12,412	79	100
*Grays Harbor (Aberdeen)	56,019	308	100
Island	3,446	25	0
Jefferson	6,983	51	0
*King (Seattle)	886,617	7,510	4,400
*Kitsap (Bremerton)	64,852	719	100
Kittitas (Ellensburg)	23,697	176	100
Klickitat	9,861	73	0
*Lewis (Chehalis)	40,278	398	100
*Lincoln (Davenport)	14,442	107	0
Mason	10,996	82	0
Okanogan (Omak)	20,911	154	100
*Pacific (Raymond)	15,156	112	0
Pend Oreille	5,544	41	0
*Pierce (Tacoma)	232,678	1,470	800
San Juan	2,006	15	0
*Skagit (Mt. Vernon)	39,051	300	100
Skamania	2,455	18	0
*Snohomish (Everett)	92,746	608	100
*Spokane (Spokane)	248,484	2,060	1,900
Stevens	11,684	87	0
*Thurston (Olympia)	42,770	286	100
Wahkiakum	2,337	17	0
Walla Walla (Walla Walla)	42,284	313	500
*Whatcom (Bellingham)	62,063	393	200
*Whitman (Pullman)	32,779	242	0
*Yakima (Yakima)	116,455	820	300

WEST VIRGINIA

Barbour	5,594	36	0
Berkeley (Martinsburg)	17,175	110	100
Boone	11,430	73	0
Braxton	4,871	31	0
Brooke	11,143	72	0
Cabell (Huntington)	87,427	518	1,300
Calhoun	2,549	16	0
Clay	3,664	23	0
Doddridge	2,729	17	0
Fayette (Montgomery)	43,872	299	200
Gilmer	2,443	16	0
Grant	2,880	18	0
Greenbrier (Ronceverte)	16,753	107	100
Hampshire	3,861	25	0
*Hancock (Holidays Cove)	17,265	111	0
Hardy	2,835	18	0
Harrison (Clarksburg)	52,224	361	300
Jackson	4,615	30	0
Jefferson	6,665	43	0
Kanawha (Charleston)	162,063	1,070	1,000
Lewis (Weston)	9,591	61	100
Lincoln	4,027	26	0
*Logan (Logan)	39,432	262	100
*McDowell (Welch)	57,298	391	100
Marion (Fairmont)	44,612	314	400
Marshall	14,792	95	0
Mason	5,248	33	0
Mercer (Bluefield)	42,181	276	500
Mineral	9,967	64	0
Mingo (Williamson)	21,020	134	100
*Monongalia (Morgantown)	34,500	221	100
Monroe	2,880	18	0
Morgan	2,503	16	0
Nicholas	5,896	37	0
*Ohio (Wheeling)	85,736	555	400
Pendleton	2,503	16	0
Pleasants	3,151	20	0
Pocahontas	4,674	30	0
Preston	8,701	56	0
Putnam	5,519	35	0
Raleigh (Beckley)	53,598	364	300
Randolph (Elkins)	15,350	98	100
Ritchie	4,765	31	0
Roane	5,730	37	0
Summers	7,102	45	0
Taylor	8,414	52	0
Tucker	4,433	28	0
Tyler	4,976	32	0
Upshur	6,529	42	0
Wayne	5,609	36	0
Webster	5,112	33	0
Wetzel	8,715	56	0
Wirt	1,162	7	0
*Wood (Parkersburg)	46,515	309	200
Wyoming (Pineville)	12,862	82	100

WISCONSIN

Adams	2,957	20	0
Ashland (Ashland)	19,252	132	100
Barron (Rice Lake)	26,074	180	100
Bayfield	7,889	54	0
*Brown (Green Bay)	102,568	785	500
Buffalo	8,585	59	0
Burnett	5,094	35	0
Calumet	11,791	81	0
*Chippewa (Chippawa Falls)	30,384	209	0
*Clark (Neillsville)	20,339	140	0
*Columbia (Poynette)	29,708	204	100
Crawford	9,511	66	0
*Dane (Madison)	173,553	1,326	700
*Dodge (Beaver Dam)	37,455	258	0
*Door (Sturgeon Bay)	15,869	109	0
*Douglas (Superior)	45,977	317	200
*Dunn (Menomonie)	17,044	117	0
Eau Claire (Eau Claire)	49,745	342	500
Florence	1,835	13	0
*Fond du Lac (Fond du Lac)	60,978	435	100
Forest	6,163	42	0
*Grant (Platteville)	30,973	212	0
*Green (Monroe)	23,350	160	0
Green Lake	12,539	86	0
Iowa	11,185	77	0
Iron	6,590	45	0
Jackson	10,331	72	0
*Jefferson (Watertown)	41,481	284	0
Juneau	11,612	80	0
*Kenosha (Kenosha)	66,607	528	100
Kewaunee	9,867	68	0
La Crosse (La Crosse)	65,845	454	500
Lafayette	12,147	83	0
Langlade (Antigo)	19,110	132	200
Lincoln (Merrill)	16,350	112	100
*Manitowoc (Manitowoc)	60,054	413	100
*Marathon (Wausau)	58,164	406	100
Marinette (Marinette)	27,695	190	100
Marquette	5,236	36	0
*Milwaukee (Milwaukee)	1,020,364	7,280	2,100
*Monroe (Sparta)	20,767	143	0
Oconto	13,269	91	0
Oneida (Rhinelander)	21,266	146	100
*Outagamie (Appleton)	75,362	590	100
*Ozaukee (Port Washington)	17,223	119	0
Pepin	5,593	38	0
*Pierce (River Falls)	15,798	109	0
*Polk (Amery)	16,742	115	0
Portage (Stevens Point)	25,291	174	100
Price	12,218	84	0
*Racine (Racine)	102,255	808	100
Richland	11,773	81	0
*Rock (Beloit)	95,376	790	400
Rusk (Ladysmith)	11,007	76	100
*St. Croix (Hudson)	17,971	124	0
*Sauk (Baraboo)	29,262	201	0
Sawyer	7,730	53	0
*Shawano (Shawano)	20,695	142	0
*Sheboygan (Sheboygan)	75,675	542	100
Taylor (Medford)	9,582	66	100
*Trempealeau (Arcadia)	14,800	102	0
*Vernon (Viroqua)	15,656	108	0
Vilas	9,760	67	0
*Walworth (Whitewater)	39,877	275	0
Washburn	8,050	55	0
*Washington (West Bend)	22,334	153	0
*Waukesha (Waukesha)	56,993	393	100
*Waupaca (Clintonville)	27,001	186	0
Waushara	7,994	55	0
*Winnebago (Oshkosh)	87,245	668	200
Wood (Wisconsin Rapids)	40,287	277	300

WYOMING

Albany (Laramie)	16,978	128	100
Big Horn	8,895	52	0
Campbell	4,269	27	0
Carbon (Rawlins)	15,298	99	200
Converse	5,787	37	0
Crook	2,198	14	0
Fremont (Riverton)	11,964	75	100
Goshen	7,616	48	0
Hot Springs	3,759	24	0
Johnson	3,872	24	0
*Laramie (Cheyenne)	40,013	296	100
Lincoln	7,191	45	0
Natrona (Casper)	33,040	261	200
Niobrara	5,376	34	0
Park (Cody)	14,916	171	200
Platte	6,538	41	0
Sheridan (Sheridan)	22,222	172	100
Sublette	1,957	12	0
Sweetwater (Rock Springs)	22,069	169	100
Teton	2,652	17	0
Uinta	6,666	42	0
Washakie (Worland)	5,773	37	100
Weston	4,084	26	0
Yellowstone National Park	1,319	8	0

[1] Retail Sales figures copyrighted 1948 by SALES MANAGEMENT, INC.; further reproduction not licensed.

Department Store Sales

(Continued from page 11)

Federal Reserve District and City	Jan.-Apr.	Month of May	Week ending June 12	June 19	June 26	July 3*	July 10*
New Orleans, La.	+13	+ 6	— 5	+31	+ 6	r+26	+ 6
Nashville, Tenn.	+ 2	+ 3	— 5	+33	+10	+35	—13
Chicago District	**+10**	**+ 1**	**— 5**	**+21**	**+ 9**	**+26**	**0**
Chicago, Ill.	+ 6	— 4	— 8	+22	+10	+27	0
Indianapolis, Ind.	+ 3	+ 1	— 9	+27	0	+36	— 7
Detroit, Mich.	+12	+ 1	0	+13	+12	+20	— 1
Milwaukee, Wis.	+15	+ 5	+ 2	+28	+ 8	+26	+ 4
St. Louis District	**+ 9**	**+ 2**	**+ 6**	**+49**	**+14**	**r+19**	**— 2**
Little Rock, Ark.	+ 8	+ 4	— 8	+44	+13	+26	— 1
Louisville, Ky.	+14	+ 1	+ 2	+31	+ 9	+50	— 7
St. Louis, Mo.	+ 8	+ 1	+12	#+66	#+18	+ 8	— 3
Memphis, Tenn.	+ 5	0	— 2	+29	+ 2	+36	— 7
Minneapolis District	**+ 7**	**+ 8**	(Not available for publication)				
Minneapolis, Minn.	+ 8	+ 8	"	"	"	"	
St. Paul, Minn.	+ 3	+ 3	"	"	"	"	
Duluth, Minn.-Superior, Wis.	+15	+13	"	"	"	"	
Kansas City District	**+ 8**	**+ 6**	**+ 8**	**+22**	**0**	**+20**	**— 1**
Denver, Colo.	+ 4	+ 4	+ 3	+18	— 3	+20	— 4
Wichita, Kans.	+ 9	+ 9	+ 3	+19	+ 6	+14	+17
Kansas City, Mo.	+11	+ 5	+ 3	+16	— 4	+17	—11
St. Joseph, Mo.	+ 1	0	+ 1	+25	— 1	+ 7	**
Oklahoma City, Okla.	+12	+ 6	+18	+26	+ 2	+22	+ 8
Tulsa, Okla.	+17	+20	+11	+31	— 6	+26	— 8
Dallas District	**+12**	**+ 6**	**+10**	**+38**	**+ 6**	**+22**	**0**
Dallas, Tex.	+ 7	0	0	+23	— 8	+14	—12
Fort Worth, Tex.	+11	+ 3	+ 6	+35	+ 7	r+17	+10
Houston, Tex.	+25	+18	+25	+59	+34	+36	+18
San Antonio, Tex.	+10	+ 7	+19	+43	— 3	+26	— 7
San Francisco District	**+ 8**	**+ 5**	**+ 8**	**+17**	**+ 1**	**r+23**	**r—10**
Los Angeles Area, Calif.	0	— 1	+11	+10	— 5	+15	—14
Oakland, Calif.	+10	+ 3	+ 7	+26	+10	+14	—14
San Francisco, Calif.	+ 2	+ 3	+ 1	+25	+ 5	+21	— 8
Portland, Ore.	+10	+ 4	+12	+16	+ 5	+61	— 4
Salt Lake City, Utah	+ 6	+ 6	**	**	**	**	**
Seattle, Wash.	+ 3	— 1	+ 9	+21	— 1	+18	—17

r Revised.

* In using year ago comparisons for the weeks ending July 3 and July 10 allowance should be made for the fact that in observance of Independence Day holiday store closings this year occurred in the week ending July 10 whereas last year they occurred in the previous week.

** Data not available.

The large increases shown for these weeks reflect in part the fact that sales last year were reduced because of a curtailment in public transportation service.

WEEKLY DEPARTMENT STORE SALES

Federal Reserve District	Change from corresponding period a year ago (per cent) — One week ending July 10*	July 3*	June 26	June 19	Four weeks ending July 10	June 26	May 29	May 1	Year to July 10
Boston	+ 1	+27	+11	+18	+14	+ 3	+ 2	+ 7	+ 3
New York	—10	+37	+ 8	+16	+12	+ 4	+10	+ 8	+ 6
Philadelphia	— 2	+29	+ 6	+17	+13	+ 4	+11	+ 6	+ 8
Cleveland	— 4	+29	+10	+23	+14	+ 5	+12	+10	+ 9
Richmond	— 6	r+39	0	+11	+10	+ 1	+ 4	+ 7	+ 4
Atlanta	— 1	r+29	+12	+32	+18	+13	+ 9	+14	+ 9
Chicago	0	+26	+ 9	+21	+14	+ 5	+ 8	+10	+ 8
St. Louis	— 2	r+19	#+14	#+49	+19	+16	+ 9	+15	+10
Minneapolis	**	**	**	**	+11	+ 6	+13	+10	+ 7
Kansas City	— 1	+20	0	+22	+10	+ 7	+15	+15	+ 9
Dallas	0	r+22	+ 6	+38	+16	+16	+12	+20	+13
San Francisco	—11	r+23	+ 1	+17	+ 7	+ 6	+10	+ 7	+ 4
U. S. Total	— 4	r+28	+ 7	+21	+13	+ 6	+ 9	+10	+ 7

Weekly index, without seasonal adjustment, 1935-39=100[1]

1948—		1947—	
June 12	304	June 14	300
June 19	310	June 21	256
June 26	263	June 28	245
July 3	r265	July 5	208
July 10	218	July 12	228

r Revised.

[1] For description and weekly indexes for the period January 1937 to August 1944 see Federal Reserve Bulletin for September 1944, pp. 874-875. Indexes for the period September 1944 to date may be found in subsequent issues of the Bulletin.

* In using year ago comparisons for the weeks ending July 3 and July 10 allowance should be made for the fact that in observance of the Independence Day holiday store closings this year occurred in the week ending July 10 whereas last year they occurred in the previous week.

** Not shown separately but included in United States total.

The large increases shown for these weeks reflect in part the fact that sales last year were reduced because of a curtailment in public transportation service.

Per Family Buying Topped by Newark

1946 Figures Also Show Car Ownership Highest in L. A.

COMPARISON of the 60 top markets in the U. S. shows that Newark, N. J., with $6,834 per family, had the most effective buying income in 1946. With an estimated population of 858,600, or .615% of the U. S. total in its market area, Newark had 1.114% of the total U. S. buying income.

Hartford, Conn., ranked second with $5,983 per family, Yonkers, N. Y., third with $5,581, Cleveland fourth with $5,397 and Indianapolis fifth with $5,384.

Los Angeles, though only the third market on the basis of population, outranked New York and Chicago on the number of passenger cars registered July 1, 1946. The West Coast city had 1,060,727 compared to 634,802 for New York and 620,766 for Chicago.

Los Angeles also led the nation's new car sales in 1946 with a total of 98,324. New York sold 75,274, Chicago 66,425, Detroit 72,268, Philadelphia 23,822, Pittsburgh 37,813, Cleveland 27,154, Baltimore 13,619, St. Louis 19,985, Lowell 16,521, and Washington, D. C., 14,025.

CONSUMER PURCHASES

Food Tops List

ESTIMATED 1948 consumer expenditures show little variation from actual 1947 totals, according to figures prepared by the U.S. Chamber of Commerce. Although the per capita dollar total of expenditures has risen slightly, the amount spent for each item in the individual budget has remained relatively constant.

Rising food costs show in the table below, accounting for 1% more of the consumer's total expenditure than in 1947. A few of the 'fringe' items in the individual budget have shown a decline. Notable among these are outlays for liquor, meals in restaurants, movies, jewelry, and laundry and cleaning. This is the only tangible indication that the high cost of living has caused some revision in last year's buying habits.

Money spent for goods most-advertised by radio remains fairly constant, with some major advertising lines showing an increase—food, cosmetics, and appliances and furniture. On the whole, the estimates indicate the consumer will turn in another record buying year.

In the table below, major categories are listed, first in dollar totals, then as a per cent increase over 1947, and finally as a per cent of the consumers total budget.

PER CAPITA CONSUMER EXPENDITURES FOR 1947 AND ESTIMATED FOR 1948[1]

Item	Per Capita Expenditures 1947	Per Capita Expenditures 1948	% Increase '48 over '47	% Total 1947	% Total 1948
Groceries	$260.70	$291.00	+ 9.0	21.0	21.9
Direct Taxes	150.80	165.00	+ 4.5	11.9	12.4
Apparel	111.60	113.00	+ 1.5	8.8	8.5
Housing	108.00	108.00	0.0	8.5	8.1
Alcohol	59.90	58.00	— 3.0	4.7	4.4
Medical & Burial	51.70	54.00	+ 4.5	4.1	4.0
Meals	54.40	48.00	—11.5	4.3	3.6
Insurance and Business	42.00	43.00	+ 2.0	3.3	3.2
Autos	38.40	41.00	+ 7.0	3.0	3.1
Misc. Household Operation	38.80	41.00	+ 6.0	3.0	3.1
Tobacco	27.00	30.00	+11.0	2.1	2.3
Gas and Oil	25.10	27.00	+ 8.0	2.0	2.0
Public Transportation	26.20	26.00	— .5	2.1	2.0
Furniture and Rugs	23.60	25.00	+ 6.0	1.8	1.9
Fuel	18.90	22.00	+16.0	1.5	1.7
Miscellaneous Recreation	21.90	22.00	+ .5	1.7	1.7
Electric Appliances	17.92	21.00	+17.0	1.4	1.6
Shoes and Footwear	19.70	20.00	+ 1.5	1.5	1.5
Utilities	18.20	19.00	+ 4.0	1.4	1.4
Cleaning, Laundry & Clothing Exp.	16.80	15.00	—10.5	1.3	1.1
Domestic Service	12.70	13.00	+ 2.5	1.0	1.0
Toys	12.00	13.00	+ 8.0	.9	1.0
Tires and Auto Parts	11.80	12.00	+ 2.0	.9	.9
Newspapers, Magazines and Books	12.00	12.00	0.0	.9	.9
Religion and Welfare	11.20	11.00	— 2.0	.9	.8
Telephone	9.55	10.00	+ 4.5	.7	.7
China, Tablewear and Utensils	10.20	10.00	— 2.0	.8	.7
Radios, Players & Musical Instruments	9.70	10.00	+ 3.0	.8	.7
Movies	9.60	9.00	— 6.0	.7	.7
Jewelry	9.55	9.00	— 5.5	.7	.7
Cosmetics and Personal Items	7.74	8.00	+ 3.0	.6	.6
Barber & Beauty	8.00	8.00	0.0	.6	.6
Auto Repair	6.96	8.00	+15.0	.5	.6
Education (private)	7.60	8.00	+ 5.0	.6	.6
TOTAL	$1,270.22	$1,330.00	+ 4.7	100.0	100.0

[1] Source: U. S. Chamber of Commerce.

PHONE FAMILIES

Evanston's 98% Service Leads Nation

AMERICA's most talkative town is Evanston, Ill., a Chicago suburb. At least that's what the telephone figures would indicate, for an A. T. & T. report as of January 1, 1948, shows that on a percentage basis Evanston leads the nation with 98% of its families having telephone service. With an estimated population of 71,200 in its telephone exchange area, Evanston has 31,517 phones or 44.3 for every 100 population.

In contrast, Evanston's neighboring big sister of Chicago has phones for 75% of its families. Chicago has 1,396,387 phones for an estimated 3,700,000 in its telephone exchange area.

Number two user of phones in the U. S. is Fort Wayne, Ind., where 95% of the families have the service. Fort Wayne has 54,778 phones for 136,000 people.

Close behind is Newton, Mass., where 94% of the families have phones. Newton has 77,300 people and 28,811 phones.

Three cities tied for the fourth place spot, each with 88% of the families having phones. They are Brookline, Mass., Lansing, Mich., and Oak Park, Ill., another Chicago suburb.

The nation's largest city, however, has phones for 49%, or less than half of its families. New York has 2,458,102 phones for the 7,888,400 people in its telephone exchange area.

Sixty-four percent of the families in Los Angeles, third market in the U. S., have phone service. There are 740,943 phones for Los Angeles' 1,950,000 persons.

Lowest in the country is Richmond, Calif., where 25% of the families have phones. The California city has 16,395 phones for a population of 132,000.

Figures on the nation's large exchange areas as of January 1, 1948, are as follows:

TELEPHONES IN MAJOR U. S. CITIES

(Jan. 1, 1948)

Name of City Served	Estimated Population in Telephone Exchange Area	Number of Telephones		Telephones per 100 Population	Per Cent Families with Service
		Total	Residence		
Akron, O.	397,100	121,173	91,645	30.5	77
Alemeda, Cal.		(Included in Oakland)			
Albany, N. Y.	171,500	65,448	41,511	38.2	73
Albuquerque, N. M.	90,000	24,185	13,922	26.9	52
Allentown, Pa.	124,600	37,296	26,083	29.9	69
Altoona, Pa.	98,700	26,322	20,980	26.7	70
Amarillo, Tex.	75,900	23,686	14,357	31.2	64
Anderson, Ind.	63,400	19,638	15,103	31.0	77
Asheville, N. C.	81,800	20,791	13,514	25.4	61
Atlanta, Ga.	565,000	161,892	103,551	28.7	63
Atlantic City, N. J.	85,700	36,972	17,089	43.1	61
Augusta, Ga.	134,400	24,369	16,564	18.1	42
Aurora, Ill.	61,800	20,857	15,136	33.7	81
Austin, Tex.	128,700	41,020	27,374	31.9	77
Baltimore, Md.	1,035,200	263,151	165,471	25.4	51
Baton Rouge, La.	158,400	33,398	21,297	21.1	46
Bay City, Mich.	72,700	19,423	14,699	26.7	72
Bayonne, N. J.	83,700	16,496	10,247	19.7	47
Beaumont, Tex.	124,000	26,494	17,365	21.4	48
Berkeley, Cal.		(Included in Oakland)			
Berwyn, Ill.	59,900	15,116	13,051	25.2	71
Bethlehem, Pa.	77,700	23,114	15,705	29.7	69
Binghamton, N. Y.	98,100	30,966	21,488	31.6	73
Birmingham, Ala.	449,400	98,539	68,300	21.9	54
Boston, Mass.	738,400	275,121	131,528	37.3	63
Bridgeport, Conn.	212,800	70,591	46,434	33.2	74
Brockton, Mass.	76,000	22,448	16,550	29.5	69
Brookline, Mass.	86,100	33,583	25,856	39.0	88
Buffalo, N. Y.	707,600	209,676	139,201	29.6	66
Burbank, Cal.	94,000	29,276	19,018	31.1	64
Cambridge, Mass.	117,700	41,592	23,671	35.3	70
Camden, N. J.	130,200	30,212	15,850	23.2	40
Canton, O.	154,500	45,421	33,672	29.4	73
Cedar Rapids, Ia.	73,000	27,658	19,811	37.9	87
Charleston, S. C.	144,000	23,169	14,718	16.1	32
Charleston, W. Va.	125,200	36,824	24,341	29.4	67
Charlotte, N. C.	166,000	42,382	27,060	25.5	58
Chattanooga, Tenn.	215,500	57,275	40,627	26.6	66
Chester, Pa.	102,700	23,572	15,701	23.0	53
Chicago, Ill.	3,700,000	1,396,387	812,027	37.7	75
Cicero, Ill.	72,900	21,467	11,864	29.4	56
Cincinnati, O.	671,000	208,137	135,008	31.0	61
Cleveland, O.	1,313,000	458,380	311,058	34.9	75
Cleveland Heights, O.		(Included in Cleveland)			
Clifton, N. J.		(Included in Passaic)			
Columbia, S. C.	145,100	26,742	16,954	18.4	43
Columbus, Ga.	122,500	24,676	17,603	20.1	51
Columbus, O.	427,100	149,683	107,094	35.0	81
Corpus Christi, Tex.	119,500	28,413	16,419	23.8	48
Covington, Ky.	153,400	37,730	30,249	24.6	66
Cranston, R. I.		(Included in Providence)			
Dallas, Tex.	504,300	168,700	105,414	33.5	70
Davenport, Ia.	88,500	28,937	20,658	32.7	77
Dayton, O.	316,700	112,248	82,821	35.4	85
Dearborn, Mich.		(Included in Detroit)			
Decatur, Ill.	81,600	24,817	18,044	30.4	71
Denver, Colo.	410,000	164,259	101,236	40.1	75
Des Moines, Ia.	196,000	70,972	48,560	36.2	79
Detroit, Mich.	2,246,000	723,707	498,230	32.2	77
Duluth, Minn.	112,000	38,033	27,053	34.0	80
Durham, N. C.	80,700	17,394	11,750	21.6	54
East Chicago, Ind.	59,800	11,441	6,819	19.1	45
East Orange, N. J.	142,100	47,349	36,530	33.3	79
East St. Louis, Ill.	107,000	22,050	14,046	20.6	45
Elizabeth, N. J.	126,300	34,201	21,473	27.1	59
El Paso, Tex.	137,000	30,430	19,000	22.2	50
Erie, Pa.	143,700	39,254	26,595	27.3	62
Evanston, Ill.	71,200	31,517	23,813	44.3	98
Evansville, Ind.	154,800	43,886	31,552	28.4	69
Fall River, Mass.	139,500	29,079	21,402	20.8	55
Flint, Mich.	219,900	63,626	48,471	28.9	77
Fort Wayne, Ind.	136,000	54,778	37,672	40.3	95
Fort Worth, Tex.	300,600	91,034	61,484	30.3	68
Fresno, Cal.	139,500	41,335	25,219	29.6	60
Gadsden, Ala.	70,400	9,411	6,394	13.4	34
Galveston, Tex.	84,000	24,350	15,940	29.0	63
Gary, Ind.	151,300	32,962	24,233	21.8	56
Glendale, Cal.	101,500	34,184	25,204	33.7	73
Grand Rapids, Mich.	262,900	85,275	62,007	32.4	80
Greensboro, N. C.	98,000	24,507	15,654	25.0	58
Hamilton, O.	73,200	17,741	12,695	24.2	58
Hammond, Ind.	77,700	18,717	13,481	24.1	63
Hamtramck, Mich.		(Included in Detroit)			
Harrisburg, Pa.	146,000	53,904	36,790	36.9	76
Hartford, Conn.	274,300	111,265	70,017	40.6	80
Highland Park, Mich.		(Included in Detroit)			
Hoboken, N. J.		(Included in Jersey City)			
Holyoke, Mass.	83,000	22,062	15,750	26.6	69
Houston, Tex.	630,000	196,884	123,002	31.3	66
Huntington, W. Va.	92,700	29,035	19,953	31.3	68
Huntington Park, Cal.		(Included in Los Angeles)			
Indianapolis, Ind.	524,000	179,880	125,868	34.3	77
Irvington, N. J.		(Included in Newark)			
Jackson, Mich.	89,600	29,043	21,453	32.4	85
Jackson, Miss.	112,300	28,099	17,703	25.0	54
Jacksonville, Fla.	277,800	59,031	35,346	21.2	44
Jersey City, N. J.	364,200	84,665	51,176	23.2	48
Johnstown, Pa.	112,000	22,184	16,567	19.8	52
Kalamazoo, Mich.	96,100	34,307	24,998	35.7	86
Kansas City, Kans.		(Included in Kansas City, Mo.)			
Kansas City, Mo.	625,000	225,031	147,196	36.0	72
Knoxville, Tenn.	192,500	46,752	31,662	24.3	57
Lakewood, O.		(Included in Cleveland)			
Lancaster, Pa.	91,500	30,227	21,012	33.0	72
Lansing, Mich.	132,500	50,436	35,090	38.1	88
Lawrence, Mass.	120,400	28,576	21,450	23.7	65
Lexington, Ky.	91,500	22,199	13,974	24.3	52
Lincoln, Nebr.	102,500	37,027	25,777	36.1	75
Little Rock, Ark.	176,000	45,188	29,504	25.7	55
Long Beach, Cal.	286,000	85,087	56,654	29.7	55
Los Angeles, Cal.	1,950,000	740,943	431,912	38.0	64
Louisville, Ky.	450,000	125,061	85,367	27.8	62
Lowell, Mass.	125,000	28,613	21,712	22.9	67
Lynn, Mass.	141,800	42,457	31,219	29.9	74
Macon, Ga.	116,100	25,904	18,856	22.3	57
Madison, Wis.	100,500	40,753	26,819	40.6	87
Malden, Mass.	61,100	17,197	13,607	28.1	77
Manchester, N. H.	83,500	24,466	17,280	29.3	68
McKeesport, Pa.	116,600	27,520	21,605	23.6	65
Medford, Mass.	61,800	15,734	13,587	25.5	80
Memphis, Tenn.	444,000	117,058	81,497	26.4	62
Miami, Fla.	478,500	131,243	58,924	27.4	40
Miami Beach, Fla.		(Included in Miami)			
Milwaukee, Wis.	851,000	266,691	175,788	31.3	70
Minneapolis, Minn.	600,000	237,810	163,401	39.6	86
Mobile, Ala.	195,100	32,411	20,548	16.6	38
Montgomery, Ala.	155,300	25,091	15,901	16.2	36
Mt. Vernon, N. Y.	74,400	23,431	16,685	31.5	70
Muncie, Ind.	67,800	20,698	15,032	30.5	73
Nashville, Tenn.	278,200	78,266	53,264	28.1	64
Newark, N. J.	543,500	163,581	80,620	30.1	51
New Bedford, Mass.	141,800	34,708	25,495	24.5	60
New Britain, Conn.	79,900	23,649	17,032	29.6	74
New Haven, Conn.	254,900	89,345	59,575	35.1	75
New Orleans, La.	667,000	172,576	118,995	25.9	60
New Rochelle, N. Y.	62,400	21,914	16,554	35.1	83
Newton, Mass.	77,300	28,811	24,307	37.3	94
New York, N. Y.	7,888,400	2,458,102	1,194,636	31.2	49
Niagara Falls, N. Y.	90,000	27,379	18,664	30.4	72
Norfolk, Va.	214,000	63,423	40,919	29.6	63
Oakland, Cal.	676,700	242,613	169,558	35.9	76
Oak Park, Ill.	70,900	26,221	21,484	37.0	88

(Continued on page 262)

NATION'S INCOME

South, West Gain Over Two Decades

PRONOUNCED movement of relative income from New England and the Middle East to the South and West during the 1929-47 period has been found by the Dept. of Commerce. The New England-Middle East area's share of national income dropped from 42% to 35% during the period (see table).

On the other hand, the share of income received by the Southeast, Southwest, Northwest and Far West rose from 29% to 37%, according to the department. Share of the large Central region fell from 29% to 28%.

The total dollar volume of income payments in the U. S. increased from 83 billions in 1929 to 190 billions in 1947.

Main factor cited by the department in accounting for gains in the Far West, Southeast and Southwest was industrial progress, with their factory payrolls rising from 15.5% of the nations total in 1929 to 20.3% in 1947. This is an increase of one-third. Increased payments by government agencies in the Southeast and Southwest were important and population increase was the main factor in the Far West.

Changes in the income payments position of areas and states are shown in the attached table.

U. S. INCOME PAYMENTS BY STATES

States and regions	Total income: Amount (millions of dollars) 1929	1947	Total income: Percent increase, 1929 to 1947	Per capita income: Amount (dollars) 1929	1947	Per capita income: Percent increase, 1929 to 1947
Continental United States	82,617	189,734	130	680	1,323	95
New England	6,792	13,194	94	838	1,444	72
Connecticut	1,459	3,299	126	918	1,671	82
Maine	449	998	122	566	1,128	99
Massachusetts	3,787	6,718	77	897	1,449	62
New Hampshire	302	613	103	652	1,148	76
Rhode Island	579	1,133	96	851	1,521	79
Vermont	216	433	100	601	1,183	97
Middle East	27,840	53,938	94	926	1,559	68
Delaware	218	479	120	919	1,646	79
Dist. of Columbia	638	1,795	181	1,191	1,624	36
Maryland	1,106	2,934	165	703	1,465	108
New Jersey	3,268	6,740	106	947	1,542	63
New York	14,479	25,624	77	1,125	1,781	58
Pennsylvania	7,338	14,426	97	767	1,372	79
West Virginia	793	1,940	145	464	1,031	122
Southeast	8,681	25,723	196	344	883	157
Alabama	802	2,371	196	305	837	174
Arkansas	562	1,358	142	305	710	133
Florida	695	2,571	270	484	1,104	128
Georgia	956	2,778	191	329	885	169
Kentucky	964	2,364	145	371	850	129
Louisiana	862	2,270	163	415	892	115
Mississippi	544	1,382	154	273	659	141
North Carolina	966	3,290	241	309	890	188
South Carolina	438	1,517	246	252	778	209
Tennessee	905	2,830	213	349	916	162
Virginia	987	2,992	203	422	1,064	152
Southwest	4,153	11,435	175	464	1,081	133
Arizona	245	721	194	573	1,120	95
New Mexico	161	576	258	383	1,053	175
Oklahoma	1,079	2,124	97	455	930	104
Texas	2,668	8,014	200	465	1,128	143
Central	24,226	53,699	122	720	1,391	93
Illinois	7,036	13,636	94	932	1,624	74
Indiana	1,877	4,936	163	583	1,287	121
Iowa	1,348	2,963	120	546	1,144	110
Michigan	3,543	8,641	144	745	1,424	91
Minnesota	1,443	3,450	139	566	1,195	111
Missouri	2,210	4,671	111	612	1,197	96
Ohio	4,920	11,061	125	748	1,441	93
Wisconsin	1,849	4,341	135	634	1,337	111
Northwest	3,927	10,143	158	534	1,373	157
Colorado	633	1,695	168	616	1,482	141
Idaho	230	677	194	518	1,290	149
Kansas	997	2,531	154	532	1,315	147
Montana	325	801	146	602	1,641	173
Nebraska	764	1,589	108	557	1,238	122
North Dakota	264	908	244	389	1,678	331
South Dakota	288	779	170	417	1,348	223
Utah	272	773	184	537	1,208	125
Wyoming	154	390	153	687	1,472	114
Far West	6,998	21,602	209	865	1,559	80
California	5,217	16,121	209	946	1,643	74
Nevada	74	256	246	817	1,842	125
Oregon	603	1,936	221	640	1,253	96
Washington	1,104	3,289	198	713	1,395	96

Source: U. S. Dept. of Commerce.

TELEPHONES IN MAJOR U. S. CITIES

(Continued from page 261)

Name of City Served	Estimated Population in Telephone Exchange Area	Number of Telephones: Total	Number of Telephones: Residence	Telephones per 100 Population	Per Cent Families with Service
Ogden, Utah	85,000	22,035	16,288	26.0	66
Oklahoma City, Okla.	272,000	97,314	63,905	35.8	75
Omaha, Nebr.	290,500	100,418	68,883	34.6	82
Orlando, Fla.	77,100	17,897	10,136	23.2	41
Pasadena, Cal.	170,000	68,889	50,338	40.5	77
Passaic, N. J.	170,600	37,189	22,422	21.8	45
Paterson, N. J.	209,000	52,682	34,928	25.2	54
Pawtucket, R. I.	135,000	27,922	19,523	20.7	49
Peoria, Ill.	169,900	51,426	35,284	30.3	68
Philadelphia, Pa.	2,095,000	625,374	383,641	29.9	58
Phoenix, Ariz.	220,000	46,179	25,827	21.0	39
Pittsburgh, Pa.	1,035,000	346,836	234,126	33.5	74
Pittsfield, Mass.	59,500	18,839	12,966	31.7	78
Pontiac, Mich.	119,200	36,882	27,501	30.9	80
Port Arthur, Tex.	90,000	18,541	14,403	20.6	57
Portland, Me.	122,400	38,038	25,691	31.1	68
Portland, Ore.	472,000	167,674	107,614	35.5	68
Portsmouth, Va.	85,000	18,287	13,434	21.5	53
Providence, R. I.	385,000	111,384	72,482	28.9	64
Pueblo, Colo.	92,000	22,100	15,848	24.0	62
Quincy, Mass.	83,600	26,144	20,420	31.3	85
Racine, Wis.	85,500	25,596	18,527	29.9	75
Raleigh, N. C.	90,200	21,446	12,887	23.8	54
Reading, Pa.	147,200	46,381	33,263	31.5	71
Richmond, Cal.	132,000	16,395	9,475	12.4	25
Richmond, Va.	260,000	89,663	59,302	34.5	69
Roanoke, Va.	109,000	32,574	23,030	29.9	69
Rochester, N. Y.	411,100	127,743	79,287	31.1	61
Rockford, Ill.	132,800	42,070	29,804	31.7	72
Sacramento, Cal.	195,000	67,584	42,729	34.7	68
Saginaw, Mich.	118,500	34,204	25,473	28.9	75
St. Joseph, Mo.	96,500	25,889	18,334	26.8	64
St. Louis, Mo.	1,092,000	329,897	207,895	30.2	62
St. Paul, Minn.	358,000	132,184	93,755	36.9	86
St. Petersburg, Fla.	79,300	24,203	13,409	30.5	50
Salt Lake City, Utah	233,000	72,363	47,350	31.1	71
San Antonio, Tex.	439,500	97,596	66,837	22.2	54
San Bernardino, Cal.	70,000	17,666	10,497	25.2	46
San Diego, Cal.	346,000	94,464	59,738	27.3	54
San Francisco, Cal.	835,500	398,712	220,874	47.7	79
San Jose, Cal.	145,000	41,584	26,616	28.7	60
Santa Monica, Cal.	138,000	38,101	23,513	27.6	48
Savannah, Ga.	139,100	28,620	18,122	20.6	43
Schenectady, N. Y.	140,300	50,406	33,318	35.9	75
Scranton, Pa.	151,400	38,503	26,261	25.4	58
Seattle, Wash.	570,000	235,646	154,674	41.3	81
Shreveport, La.	186,200	45,198	30,534	24.3	54
Sioux City, Ia.	88,200	28,340	19,943	32.1	74
Somerville, Mass.	102,300	22,234	17,298	21.7	64
South Bend, Ind.	182,300	51,624	36,402	28.3	69
Spokane, Wash.	190,000	62,709	42,244	33.0	69
Springfield, Ill.	98,700	34,611	22,932	35.1	73
Springfield, Mass.	210,200	70,375	47,379	33.5	76
Springfield, Mo.	94,600	25,355	17,486	26.8	60
Springfield, O.	92,000	27,800	21,371	30.2	73
Stamford, Conn.	73,400	26,847	18,047	36.6	81
Stockton, Cal.	112,000	30,316	17,944	27.1	56
Syracuse, N. Y.	250,900	82,430	52,596	32.9	65
Tacoma, Wash.	187,000	58,862	43,667	31.5	71
Tampa, Fla.	165,000	42,772	26,915	25.9	55
Terre Haute, Ind.	99,900	22,803	16,320	22.8	51
Toledo, O.	368,000	115,886	82,726	31.5	73
Topeka, Kans.	105,800	32,936	22,936	31.1	69
Trenton, N. J.	192,500	48,918	31,239	25.4	59
Troy, N. Y.	79,500	21,517	15,117	27.1	60
Tucson, Ariz.	114,000	25,669	15,293	22.5	46
Tulsa, Okla.	197,200	81,304	53,437	41.2	87
Union City, N. J.	172,700	37,021	23,694	21.4	45
Utica, N. Y.	131,700	34,911	23,402	26.5	61
Waco, Tex.	84,000	21,212	13,817	25.3	55
Washington, D. C.	942,000	410,072	218,497	43.5	76
Waterbury, Conn.	113,200	37,287	24,830	32.9	78
Waterloo, Ia.	65,000	21,295	15,755	32.8	81
Wheeling, W. Va.	71,800	23,593	16,127	32.9	70
Wichita, Kans.	185,000	64,288	42,554	34.8	72
Wichita Falls, Tex.	63,900	18,787	11,948	29.4	61
Wilkes-Barre, Pa.	130,300	26,755	17,169	20.5	49
Wilmington, Del.	158,500	57,059	36,233	36.0	72
Winston-Salem, N.C.	124,000	24,083	16,152	19.4	47
Worcester, Mass.	217,600	66,829	45,426	30.7	78
Yonkers, N. Y.	145,300	36,614	27,228	25.2	61
York, Pa.	101,000	19,335	10,527	19.1	34
Youngstown, O.	224,600	63,126	48,310	28.1	79

• NOTE: These areas are generally larger than the corporate areas of the cities they serve.

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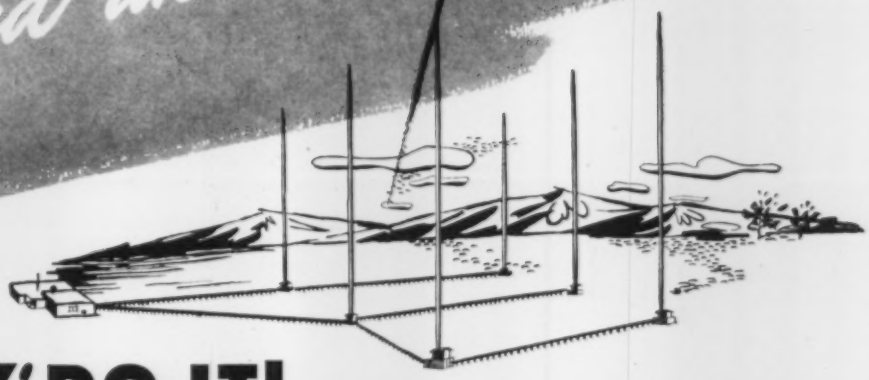

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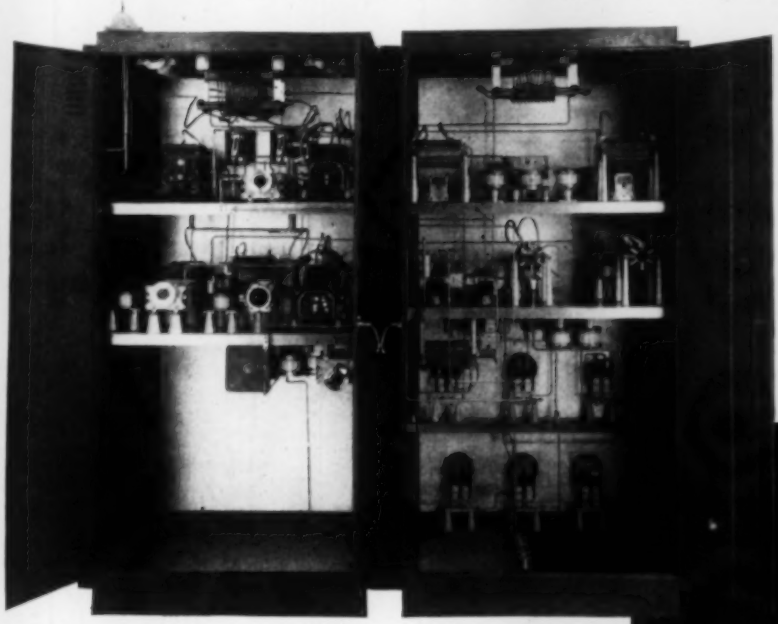

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INDEX TO ADVERTISERS IN 1948 MARKETBOOK

STATIONS

KAGH, Pasadena ... 48
KANA, Anaconda, Mont. ... 144
KANS, Wichita ... 96, Spine
KBON, Omaha ... 146
KBRL, McCook, Nebr. ... 146
KCBD, Lubbock ... 224
KDAL, Duluth ... 130
KDKA, Pittsburgh ... 4
KDYL, Salt Lake City ... 232
KELO, Sioux Falls ... 213
KEX, Portland ... 4, 195
KFAB, Omaha ... 147
KFAC, Los Angeles ... 45
KFAM, St. Cloud, Minn. ... 128
KFDA, Amarillo ... 222
KFGO, Fargo ... 178
KFH, Wichita ... 93
KFJZ, Ft. Worth ... 223
KFPW, Ft. Smith ... 39
KFRM, Kansas City, Mo. ... 141
KFSA, Ft. Smith ... 40
KFVD, Los Angeles ... 48
KFWB, Hollywood ... 45
KFYO, Lubbock ... Spine
KFYR, Bismarck, N. D. ... 177
KGFM, Great Falls, Mont. ... 144
KGHL, Billings, Mont. ... 143
KGVO, Missoula, Mont. ... 144
KGNC, Amarillo ... Spine
KGW, Portland ... 197
KHMO, Hannibal ... 80, 138
KIMA, Yakima ... 241
KIRO, Seattle ... 243
KMBC, Kansas City, Mo. ... 141
KMPC, Los Angeles ... 43
KOA, Denver ... 25
KOIL, Omaha ... 145
KOLN, Lincoln ... 146
KORN, Fremont, Nebr. ... 146
KPRC, Houston ... 231
KRGV, Weslaco ... Spine
KRLD, Dallas ... 225
KRNT, Des Moines ... 91
KROC, Rochester, Minn. ... 132
KROD, El Paso ... 221
KSD, St. Louis ... 137
KSFO, San Francisco ... 44
KSL, Salt Lake City ... 233
KSTP, Minneapolis ... 131
KTAR, Phoenix ... 37
KTHT, Houston ... 227
KTOK, Oklahoma City ... 192, Spine
KTRE, Lufkin ... 222
KTSA, San Antonio ... Spine
KTUC, Tucson ... 36
KTUL, Tulsa ... 191
KULA, Honolulu ... 10
KVEN, Ventura ... 30
KVMA, Magnolia, Ark. ... 13, 40
KVOD, Denver ... 51
KWAD, Wadena, Minn. ... 132
KWBC, Ft. Worth ... 224
KWBW, Hutchinson, Kans. ... 92
KWKH, Shreveport ... 107
KXEL, Waterloo ... 89
KXOK, St. Louis ... 135
KXXX, Colby, Kans. ... 93
KYW, Philadelphia ... 4
WADC, Akron ... 186, 187
WAGA, Atlanta ... 69
WAIT, Chicago ... 71
WAMS, Wilmington ... 55
WAVE, Louisville ... 99
WBAL, Baltimore ... 113
WBIR, Knoxville ... 218
WBNX, New York ... 159
WBRY, Waterbury ... 54
WBT, Charlotte ... 171, 173, 175
WBZ, Boston ... 4
WBZA, Springfield ... 4
WCAX, Burlington ... 235
WCAU, Philadelphia ... 203
WCBM, Baltimore ... 111
WCBS, New York ... 165
WCCC, Hartford ... 54
WCLO, Janesville ... 249
WCON, Atlanta ... 65
WCOP, Boston ... 119
WCPO, Cincinnati ... 188
WCSH, Portland ... 109
WCTC, New Brunswick ... 153
WCUM, Cumberland ... 110
WDAY, Fargo ... 179
WDEL, Wilmington ... 57
WDGY, Minneapolis ... 129
WDSU, New Orleans ... 103
WDVA, Danville ... 236
WDWS, Champaign ... 78
WEAW, Evanston ... 74
WEBC, Duluth ... 130
WEBR, Buffalo ... 158
WEEB, Southern Pines, N. C. ... 168
WENT, Gloversville, N. Y. ... 156
WEST, Easton ... 199
WEUS, Eustis, Fla. ... 60
WEXL, Royal Oak, Mich. ... 124
WFBC, Greenville ... 207
WFBL, Syracuse ... 161
WFBM, Indianapolis ... 85
WFIL, Philadelphia ... 205
WFLA, Tampa ... 63
WFMJ, Youngstown ... 184
WFOX, Milwaukee ... 247
WGAL, Lancaster ... 199
WGAR, Cleveland ... 185
WGEZ, Beloit ... 249
WGH, Newport News ... 237
WGIL, Galesburg, Ill. ... 78
WGN, Chicago ... 73
WGST, Atlanta ... 67
WGTM, Wilson, N. C. ... 170
WHAS, Louisville ... 101
WHB, Kansas City, Mo. ... 139
WHBF, Rock Island, Ill. ... 74
WHDH, Boston ... 117
WHFB, Benton Harbor, Mich. ... 122
WHHM, Memphis ... 215
WHIZ, Zanesville ... 188
WHO, Des Moines ... Front Cover
WHOM, Jersey City ... 154
WIBW, Topeka ... 95
WILE, Cambridge, Ohio ... 182
WINN, Louisville ... 98
WINS, New York ... 162, 163
WINZ, Hollywood, Fla. ... 62
WIOD, Miami ... 61
WIP, Philadelphia ... 200
WIS, Columbia, S. C. ... 209
WISH, Indianapolis ... 83
WJDX, Jackson ... 133
WJEF, Grand Rapids ... 127
WJLS, Beckley ... 246
WJOB, Hammond ... 84
WJOC, Jamestown, N. Y. ... 164
WJOL, Joliet, Ill. ... 75
WJR, Detroit ... 123
WJW, Cleveland ... 183
WKBO, Harrisburg ... 199
WKBZ, Muskegon ... 124
WKDA, Nashville ... 214
WKOP, Binghamton ... 158
WKRS, Waukegan ... 77
WKRT, Cortland, N. Y. ... 166
WKZO, Kalamazoo ... 127
WLBK, DeKalb, Ill. ... 76
WLBX, Bangor ... 109
WLEC, Sandusky, Ohio ... 182
WLIP, Kenosha ... 278
WLS, Chicago ... Inside Front Cover
WLW, Cincinnati ... 189
WMAZ, Macon ... 69
WMBD, Peoria ... 79
WMFF, Plattsburg ... 159
WMGM, New York ... 19
WMNB, North Adams, Mass. ... 114
WMPS, Memphis ... 219
WMT, Cedar Rapids ... 87
WNAX, Yankton ... 211
WNBC, New York ... 2
WNBH, New Bedford ... 116
WNEB, Worcester ... 115
WNOE, New Orleans ... 105
WNOW, York ... 201
WOAI, San Antonio ... 229
WORK, York ... 199
WOW, Omaha ... 149
WOWO, Ft. Wayne ... 5
WPAT, Paterson ... 153
WPIK, Alexandria, Va. ... 59
WPIT, Pittsburg ... 201
WPIX, New York ... 167
WPTF, Raleigh ... 169
WPTR, Albany ... 160
WQUA, Moline ... 80
WRAW, Reading ... 199
WRC, Washington ... 7
WRDO, Augusta, Me. ... 109
WRFC, Athens, Ga. ... 66
WROK, Rockford, Ill. ... 75
WRR, Dallas ... 223
WRUF, Gainesville, Fla. ... 61
WRUN, Utica ... 164
WRVA, Richmond ... 239
WSAM, Saginaw ... 126
WSAP, Portsmouth ... 240
WSAV, Savannah ... 66
WSCR, Scranton ... 198
WSGN, Birmingham ... 34
WSJS, Winston-Salem ... 170
WSKI, Montpelier, Vt. ... 234
WSM, Nashville ... 216, 217
WSPD, Toledo ... 181
WSWN, Belle Glade, Fla. ... 60
WSYR, Syracuse ... 157
WTAM, Cleveland ... 21
WTHI, Terre Haute ... 84
WTIC, Hartford ... 53
WTOC, Savannah ... 69
WVNJ, Newark ... Back Cover
WWDC, Washington, D. C. ... 58
WWJ, Detroit ... 125
WWON, Woonsocket, R. I. ... 206
WWVA, Wheeling ... 245
CBK, Saskatchewan ... 255
CBW, Manitoba ... 255
CBX, Alberta ... 255
CFCF, Montreal ... 256
CFRB, Toronto ... 253
CJBC, Toronto ... 254
CKLW, Detroit ... 121

NETWORKS AND GROUPS

Art Mosby Stations ... 144
Canadian Assoc. of Broadcasters ... 257
Canadian Broadcasting Corp. ... 254, 255
CMQ Network ... 29
Columbia Broadcasting System ... 8, 9
Don Lee Broadcasting System ... 46-47
The Georgia Major Market Trio ... 69
Inland Group ... 146
Maine Broadcasting System ... 109
Steinman Stations ... 199
Westinghouse Radio Stations, Inc. ... 4, 5

GENERAL

Allied Record Mfg. Co., Inc. ... 31
Andrew Corp. ... 263
Broadcast Music, Inc. ... 32
Capitol Transcriptions ... 15
Clebar Watch Co., Inc. ... 30
Conlan, Robert S. & Associates ... 27
Frazier and Peter ... 23
Gates Radio Co. ... Inside Back Cover
RCA Victor ... 28
Stovin, Horace N., Co. ... 251
Taylor-Borroff & Co. Inc. ... Spine
U. S. Recording Co. ... 6
Westinghouse Electric Corp. ... 17

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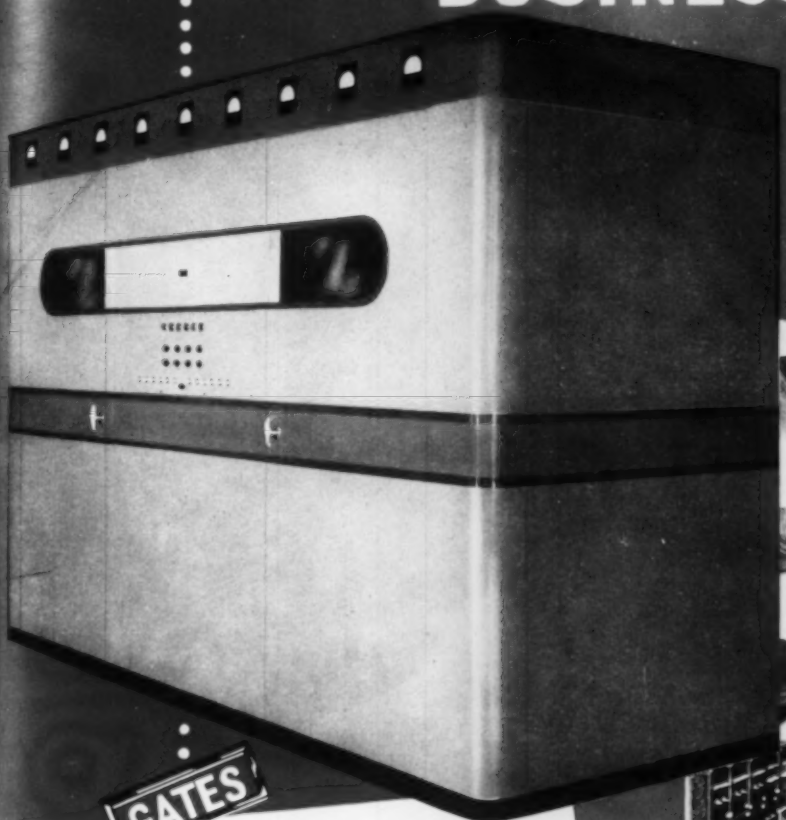

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